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US Television Household Estimates

September 1990

Nielsen Station Index

Nielsen

DMA Rankings
Population Estimates
Multi-set and
Cable TV Penetration

U.S. TV HOUSEHOLD ESTIMATES

SEPTEMBER 1990
(Estimates as of January 1991)

A.C. NIELSEN COMPANY
MEDIA RESEARCH SERVICES GROUP

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FOREWORD

The data herein represent estimates of total and television households in the U.S. by state, county and Designated Market Area (DMA), as of January 1991.

Total Households are estimates by Market Statistics, used herein by special permission of that organization. They are the base against which television estimates have been applied.

Television Ownership Percents are Nielsen estimates based on combining historical projections from the 1960 and 1970 Censuses with estimates from the NSI telephone interviews from a number of all-market measurement periods.

Television Households have been derived by applying the percent ownership estimates, county by county , to the estimates of total households. These individual county estimates constitute the base of **Television Households** used by Nielsen in estimating audience counts for all Nielsen media research services, national and local. The data herein are subject to the limitations resulting from the methods of Market Statistics and Census, and from Nielsen's method of combining information from these sources. They are made available to broadcast users, in this form, for uniform interpretation of Nielsen estimates for any market, whether a single county or a combination of counties.

TV Penetration for some counties is reported as 100%. It should not be inferred that all households in such counties have television. 100% Penetration is used for counties with an estimated penetration of 99.5% or greater.

Population Estimates reported herein are January 1991 estimates provided by Market Statistics. The estimates include all persons; those in TV Households, those in Non-TV Households, and persons who do not reside in Households. The use of mathematical terms herein should not be regarded as a representation by A.C. Nielsen Company that such measurements are exact to precise mathematical values.

Nielsen County Size Definitions are as follows:

"A" =All counties belonging as of June 19, 1981 to the 25 largest SCSAs or SMSAs according to the 1980 census of Population.

"B" =All counties not included under A that are either over 150,000 population or in SCSAs or SMSAs over 150, 000 population according to the 1980 Census of Population.

"C" =All counties not included under A or B that are either over 40,000 population or in SMSAs over 40,000 population according to the 1980 Census of Population.

"D" =All remaining counties.

Note: SCSA (Standard Consolidated Statistical Area) and SMSA (Standard Metropolitan Statistical Area) are defined by the Federal Government Office of Management and Budget.

Market Areas comprising County Size Group "A" are as follows:

Atlanta	Ceveland	Kansas City	New York	San Francisco
Baltimore	Denver	Los Angeles	Philadelphia	Seattle-Tacoma
Boston	Detroit	Miami	Phoenix	St. Louis
Chicago	Dallas-Ft. Worth	Milwaukee	Pittsburgh	Tampa-St. Petersburg
Cincinnati	Houston	Minneapolis-St. Paul	San Diego	Washington

Time zone designations are current as of August 1, 1990 in cases where the time zone line divides a county, Nielsen Time Zone Designation is based on the location of the majority of the population.

DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA (DMA) COUNTY ASSIGNMENTS ARE MADE AS FOLLOWS:

Each spring, using viewing from intab diary households from the most recent February, May, July, and November measurement intervals, NSI markets are reviewed to determine (1) those that continue to qualify for a DMA, (2) those that qualify as new DMAs, and (3) counties that qualify to switch from one DMA assignment to another. All assignments are based on household viewing between 7 AM and 1 AM Sunday through Saturday.

A. Testing NSI markets to qualify for or to remain as DMAs is done at the Metro/Central area level (see Section A.I.A.1). In the absence of a Metro/Central area, a home county area is defined. Typically the home county area is comprised of the county(s) containing the city(s) of license of the commercial station(s) in the NSI market.

To qualify for a DMA

1. The commercial stations assigned to the NSI market (see D.2 and D.3 below) must achieve the largest share of audience in the Metro/Central or home county area, or
2. The commercial station in the Metro/central or home county area with the highest audience share must achieve a larger share of audience than the commercial station outside the market with the highest share, and
3. For either 1. or 2. the difference between the largest share and the next largest share must be statistically significant.[1]
4. Effective with the 1990-1991 review (conducted in Spring 1990) two consecutive years of statistically significant tests will be required before the NSI market will qualify for a DMA.
5. If the NSI market qualifies for a DMA then it will become a DMA only if a special market area (SMA) report has been produced for at least 2 of the 4 most recent all DMA Measurement intervals.

To Retain a DMA

1. Either condition 1. or 2. above must be met or if the DMA no longer meets either condition, it will retain its DMA if the difference between the shares is not statistically significant for either of the conditions.
2. Effective with the 1990-1991 review (conducted in Spring 1990) two consecutive years of statistically significant tests will be required before a DMA can be lost.

All counties in Metro/Central or home county areas in qualifying NSI markets shall be treated under Paragraph A exclusively in combination and not on an individual basis and will be assigned to that NSI market's DMA.

[1]Greater than can be attributed to chance because only a sample of TV households is surveyed.

DESIGNATED MARKET AREA (DMA) (Cont'd)

B. All other counties, including Metro/Central and home counties in NSI markets not qualifying under A above will:
   1. Remain in the current DMA if the commercial stations in that market achieve the highest audience share, or
   2. Be reassigned to the DMA that achieves the highest audience share provided that the difference from the current DMA is statistically significant. If the county is currently assigned to a meter market, and if the county has an average day meter sample intab (over the four measurement intervals used) of 40 or more households, then the county will be reassigned only if viewing from the meter sample shows a higher share of audience to the same DMA as shown by the diary sample. The difference in the meter shares must also be statistically significant.

C. Each county is assigned to one and only one DMA. When viewing patterns within a county differ significantly primarily because of unusual terrain or because of peripheral locations of station signals, NSI may split the county. Such splits are designated as N, S, E or W after the county name.

   An NSI client may request an investigation into the feasibility of splitting a county. If a client (or clients) request NSI to investigate the feasibility of splitting a county there will be a charge to analyze the data. Please consult your NSI Representative for further details. To qualify for an investigation the county must meet the following criteria:
   1. The county cannot be a segment of an existing split county (i.e. no splits on splits are permitted)
   2. The county must be adjacent to another DMA, no investigations will be conducted on counties located in the interior of a DMA.
   3. The county cannot belong to the DMA of the client requesting the investigation.
   4. The county cannot be a metro/central or home county of a DMA.
   5. The county must have a minimum TV household universe estimate of 20,000.
   6. The total viewing to stations assigned to the DMA of the client requesting the investigation must account for at least 40% of the average quarter hour audience in the county.

   If the county qualifies, NSI will determine if significant viewing differences warrant a split. If so, the split definition will take effect with the start of the next survey year (9/1), however both split sections will be frozen from possible DMA reassignments until viewing from four measurement cycles used in the annual DMA review are available.

D. In determining DMA county assignments:
   1. Viewing to stations in NSI markets that do not qualify as DMAs are excluded.
   2. For DMA county assignment purposes, total satellites and most partial satellites are regarded as extensions of their parents and their audiences will be treated as having originated in the parent market. The exception is viewing to any partial satellite located in an NSI market, other than the home market of the parent, where at least one commercial non-satellite station is located in the same county as the partial satellite. These stations will be treated as having originated in the market of the partial satellite rather than the parent market.
   3. Viewing to all satellite stations, other than the exception in 2, above, is excluded from the analyses conducted under Paragraph A.

E. Audience share estimates are generally based on the combined four most recent all-DMA market measurement intervals. Counties may be assigned to DMA's based on less than the most recent four all-DMA market measurements if recent major changes have occurred which may have a material bearing on audience shares. Such changes include, but are not limited to, changes in transmission facilities or cable-TV penetration. Counties may be tested for statistical significance using consecutive DMA reviews, i.e., any market having a higher share of viewing in consecutive DMA reviews and determined not to be statistically significant, the test for statistical significance will be based on the combined viewing data for the consecutive reviews.

   Rank order of Designated Market Areas is based solely on the quantitative estimates provided and is not intended to represent the relative "importance" of individual DMA's which may be ascribed through the application of other marketing and media criteria.

Multi-set Ownership Estimates for diary markets are based on replies from households contacted by Nielsen telephone interviewers. Replies from several measurements are projected to January, 1990 and then adjusted to reflect the January, 1991 estimate of multi-set ownership at the national level. For metered markets, similar methods are applied to the installed metered samples. See the NSI Reference Supplement, section A,IV.E.4.

CABLE TV Household Estimates (July 1990) are derived primarily from:

1. Nielsen questionnaires to Cable TV systems.
2. Nielsen phone inquiries to Cable TV systems.
3. Current and prior NSI sample data.
4. Ancillary Sources:
   a. Nielsen NTI field calls upon Cable TV systems
   b. Television Factbook
   c. Weekly CATV Addenda to Television Digest
   d. CATV-Newsweekly Cable Television
   e. Volunteered station information
   f. FCC
   g. Television Digest Weekly with Consumer Electronics

(Cont'd in back section)

U.S. TV HOUSEHOLD ESTIMATES

GEOGRAPHIC AREAS

	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
TOTAL U.S.*	94,747,700	93,046,390	98	100.000
CONTINENTAL U.S.**	94,232,500	92,548,540	98	99.465
NORTHEAST	19,427,900	19,121,150	98	20.550
NEW ENGLAND	4,969,700	4,902,080	99	5.268
CONNECTICUT	1,226,000	1,210,730	99	1.301
MAINE	468,700	461,930	99	.496
MASSACHUSETTS	2,255,900	2,225,930	99	2.392
NEW HAMPSHIRE	425,400	418,470	98	.450
RHODE ISLAND	373,900	370,220	99	.398
VERMONT	219,800	214,800	98	.231
MIDDLE ATLANTIC	14,458,200	14,219,070	98	15.282
NEW JERSEY	2,911,500	2,880,130	99	3.095
NEW YORK	6,904,600	6,768,360	98	7.274
PENNSYLVANIA	4,642,100	4,570,580	98	4.912
NORTH CENTRAL	22,884,400	22,564,380	99	24.251
EAST NORTH CENTRAL	16,028,000	15,815,000	99	16.997
ILLINOIS	4,409,200	4,344,110	99	4.669
INDIANA	2,084,400	2,052,350	98	2.206
MICHIGAN	3,463,300	3,420,930	99	3.677
OHIO	4,187,600	4,137,400	99	4.447
WISCONSIN	1,883,500	1,860,210	99	1.999
WEST NORTH CENTRAL	6,856,400	6,749,380	98	7.254
IOWA	1,121,300	1,106,480	99	1.189
KANSAS	969,500	952,850	98	1.024
MINNESOTA	1,649,200	1,625,640	99	1.747
MISSOURI	1,973,200	1,938,290	98	2.083
NEBRASKA	616,800	608,410	99	.654
NORTH DAKOTA	251,500	247,700	98	.266
SOUTH DAKOTA	274,900	270,010	98	.290
SOUTH	32,785,500	32,221,080	98	34.629
SOUTH ATLANTIC	16,865,700	16,599,090	98	17.840
DELAWARE	248,300	245,020	99	.263
DIST. OF COL.	254,500	248,370	98	.267
FLORIDA	5,369,900	5,285,410	98	5.680
GEORGIA	2,418,000	2,378,990	98	2.557
MARYLAND	1,748,400	1,726,410	99	1.855
NORTH CAROLINA	2,544,400	2,503,200	98	2.690
SOUTH CAROLINA	1,309,800	1,289,800	98	1.386
VIRGINIA	2,238,000	2,201,020	98	2.366
WEST VIRGINIA	734,400	720,870	98	.775
EAST SOUTH CENTRAL	5,841,200	5,736,640	98	6.165
ALABAMA	1,582,200	1,556,320	98	1.673
KENTUCKY	1,396,000	1,369,560	98	1.472
MISSISSIPPI	955,600	935,130	98	1.005
TENNESSEE	1,907,400	1,875,630	98	2.016
WEST SOUTH CENTRAL	10,078,600	9,885,350	98	10.624
ARKANSAS	913,700	893,560	98	.960
LOUISIANA	1,594,800	1,568,360	98	1.686
OKLAHOMA	1,283,400	1,259,200	98	1.353
TEXAS	6,286,700	6,164,230	98	6.625
WEST	19,649,900	19,139,780	97	20.570
MOUNTAIN	5,252,100	5,122,340	98	5.505
ARIZONA	1,445,500	1,408,380	97	1.514
COLORADO	1,343,600	1,314,360	98	1.413
IDAHO	367,800	358,180	97	.385
MONTANA	320,600	310,870	97	.334
NEVADA	469,100	458,560	98	.493
NEW MEXICO	567,700	549,740	97	.591
UTAH	550,500	539,530	98	.580
WYOMING	187,300	182,720	98	.196
PACIFIC	13,882,600	13,519,590	97	14.530
CALIFORNIA	10,909,700	10,636,410	97	11.431
OREGON	1,098,600	1,064,880	97	1.144
WASHINGTON	1,874,300	1,818,300	97	1.954
ALASKA#	144,900	138,180	95	.149
HAWAII	370,300	359,670	97	.387

NIELSEN MEDIA RESEARCH TERRITORIES, COUNTY SIZE AND TIME ZONE

		TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
CONTINENTAL U.S.**		94,232,500	92,548,540	98	99.465
TERRITORIES**					
NORTHEAST		20,878,800	20,550,170	98	22.086
COUNTY SIZE	A	11,983,200	11,790,120	98	12.671
	B	6,045,800	5,965,700	99	6.412
	C	2,307,100	2,263,200	98	2.432
	D	542,700	531,150	98	.571
EAST CENTRAL		12,985,600	12,808,050	99	13.765
COUNTY SIZE	A	4,275,600	4,227,760	99	4.544
	B	4,705,400	4,649,240	99	4.997
	C	2,196,400	2,162,170	98	2.324
	D	1,808,200	1,768,880	98	1.901
WEST CENTRAL		15,218,300	14,976,380	98	16.096
COUNTY SIZE	A	6,828,300	6,728,580	99	7.231
	B	2,067,700	2,037,140	99	2.189
	C	2,544,000	2,504,760	98	2.692
	D	3,778,300	3,705,900	98	3.983
SOUTH		28,434,300	27,929,700	98	30.017
COUNTY SIZE	A	6,089,300	5,993,920	98	6.442
	B	11,695,700	11,512,220	98	12.373
	C	5,423,400	5,325,200	98	5.723
	D	5,225,900	5,098,360	98	5.479
PACIFIC		16,715,500	16,284,240	97	17.501
COUNTY SIZE	A	10,312,500	10,062,490	98	10.814
	B	3,924,800	3,834,020	98	4.121
	C	1,676,200	1,616,900	96	1.738
	D	802,000	770,830	96	.828
COUNTY SIZE**					
A		39,488,900	38,802,870	98	41.703
B		28,439,400	27,998,320	98	30.091
C		14,147,100	13,872,230	98	14.909
D		12,157,100	11,875,120	98	12.763
TIME ZONE**					
EASTERN		47,051,300	46,332,790	98	49.795
CENTRAL		27,698,200	27,231,570	98	29.267
MOUNTAIN		5,059,700	4,937,160	98	5.306
PACIFIC		14,423,300	14,047,020	97	15.097

* EXCLUDING ALASKA EXCEPT FOR ANCHORAGE AND FAIRBANKS DMA'S
** EXCLUDING HAWAII AND ALASKA
\# ANCHORAGE AND FAIRBANKS DMA'S ONLY

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (JAN. 1991)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (JAN. 1991)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
1	NEW YORK	7,043,790	7.570	7.570	18,816,800	7.468	7.468	98
2	LOS ANGELES	5,026,300	5.402	12.972	14,309,000	5.679	13.146	98
3	CHICAGO	3,141,510	3.376	16.348	8,627,500	3.424	16.570	99
4	PHILADELPHIA	2,697,100	2.899	19.247	7,254,800	2.879	19.450	99
5	SAN FRANCISCO-OAK-SAN JOSE	2,231,040	2.398	21.645	5,946,300	2.360	21.809	97
6	BOSTON	2,141,400	2.301	23.946	5,719,400	2.270	24.079	99
7	WASHINGTON, DC	1,749,190	1.880	25.826	4,718,700	1.873	25.952	98
8	DALLAS-FT. WORTH	1,735,380	1.865	27.691	4,605,800	1.828	27.780	98
9	DETROIT	1,722,470	1.851	29.542	4,662,100	1.850	29.630	99
10	HOUSTON	1,471,840	1.582	31.124	4,042,100	1.604	31.234	98
	SUBTOTAL	28,960,020			78,702,500			
11	CLEVELAND	1,460,020	1.569	32.693	3,856,900	1.531	32.765	99
12	ATLANTA	1,403,720	1.509	34.202	3,802,100	1.509	34.274	99
13	TAMPA-ST. PETE,SARASOTA	1,349,730	1.451	35.653	3,233,800	1.283	35.557	99
14	SEATTLE-TACOMA	1,321,920	1.421	37.073	3,405,800	1.352	36.909	97
15	MINNEAPOLIS-ST. PAUL	1,316,200	1.415	38.488	3,551,300	1.409	38.318	99
16	MIAMI-FT. LAUDERDALE	1,313,540	1.412	39.900	3,275,700	1.300	39.618	98
17	PITTSBURGH	1,155,390	1.242	41.141	3,002,300	1.192	40.810	99
18	ST. LOUIS	1,088,550	1.170	42.311	2,979,000	1.182	41.992	98
19	DENVER	1,053,510	1.132	43.443	2,704,800	1.073	43.065	98
20	PHOENIX	1,052,220	1.131	44.574	2,776,100	1.102	44.167	98
	SUBTOTAL	41,474,820			111,290,300			
21	SACRAMNTO-STKTN-MODESTO	1,033,780	1.111	45.685	2,841,700	1.128	45.295	98
22	BALTIMORE	938,520	1.009	46.694	2,578,300	1.023	46.318	99
23	HARTFORD & NEW HAVEN	912,970	.981	47.675	2,473,800	.982	47.300	99
24	SAN DIEGO	908,610	.977	48.652	2,554,400	1.014	48.314	97
25	ORLANDO-DAYTONA BCH-MELBRN	905,080	.973	49.624	2,288,000	.908	49.222	99
26	INDIANAPOLIS	862,300	.927	50.551	2,329,500	.924	50.146	98
27	PORTLAND, OR	821,290	.883	51.434	2,149,800	.853	50.999	97
28	MILWAUKEE	772,710	.830	52.264	2,025,300	.804	51.803	99
29	CINCINNATI	766,730	.824	53.088	2,052,200	.814	52.618	99
30	KANSAS CITY	747,870	.804	53.892	1,984,400	.788	53.405	98
	SUBTOTAL	50,144,680			134,567,700			
31	CHARLOTTE	734,210	.789	54.681	1,950,500	.774	54.179	99
32	NASHVILLE	712,890	.766	55.447	1,913,600	.759	54.939	98
33	RALEIGH-DURHAM	688,650	.740	56.187	1,868,100	.741	55.680	98
34	COLUMBUS, OH	671,840	.722	56.910	1,758,200	.698	56.378	99
35	GREENVILLE-SPART-ASHEVILLE	651,940	.701	57.610	1,711,600	.679	57.057	98
36	NEW ORLEANS	637,920	.686	58.296	1,761,600	.699	57.756	99
37	GRAND RAPIDS-KALMZOO-B.CRK	626,440	.673	58.969	1,733,900	.688	58.444	99
38	BUFFALO	613,990	.660	59.629	1,674,500	.665	59.109	99
39	MEMPHIS	604,090	.649	60.278	1,688,300	.670	59.779	98
40	OKLAHOMA CITY	594,850	.639	60.917	1,543,400	.613	60.391	98
	SUBTOTAL	56,681,500			152,171,400			
41	SAN ANTONIO	592,200	.636	61.554	1,756,000	.697	61.088	98
42	SALT LAKE CITY	592,200	.636	62.190	1,888,600	.750	61.838	98
43	NORFOLK-PORTSMTH-NEWPT NWS	578,610	.622	62.812	1,674,900	.665	62.502	99
44	HARRISBURG-LNCSTR-LEB-YORK	560,940	.603	63.415	1,505,600	.598	63.100	97
45	PROVIDENCE-NEW BEDFORD	560,300	.602	64.017	1,523,000	.604	63.704	99
46	WILKES BARRE-SCRANTON	554,800	.596	64.614	1,462,400	.580	64.285	98
47	BIRMINGHAM	532,420	.572	65.186	1,412,100	.560	64.845	99
48	WEST PALM BEACH-FT. PIERCE	529,940	.570	65.755	1,269,600	.504	65.349	98
49	GREENSBORO-H.POINT-W.SALEM	524,880	.564	66.319	1,363,000	.541	65.890	98
50	LOUISVILLE	520,620	.560	66.879	1,425,900	.566	66.456	99
	SUBTOTAL	62,226,410			167,452,500			
51	ALBUQUERQUE-SANTA FE	516,910	.556	67.434	1,487,800	.590	67.046	96
52	DAYTON	505,760	.544	67.978	1,325,000	.526	67.572	99
53	ALBANY-SCHENECTADY-TROY	491,980	.529	68.507	1,313,800	.521	68.094	99
54	CHARLESTON-HUNTINGTON	484,950	.521	69.028	1,318,900	.523	68.617	98
55	JACKSONVILLE	470,950	.506	69.534	1,275,200	.506	69.123	98
56	TULSA	465,410	.500	70.034	1,211,400	.481	69.604	98
57	LITTLE ROCK-PINE BLUFF	458,710	.493	70.527	1,260,800	.500	70.104	98
58	FLINT-SAGINAW-BAY CITY	454,130	.488	71.015	1,261,300	.501	70.605	99
59	FRESNO-VISALIA	446,010	.479	71.495	1,340,300	.532	71.137	98
60	RICHMOND-PETERSBURG	445,050	.478	71.973	1,252,300	.497	71.634	98
	SUBTOTAL	66,968,270			180,499,300			
61	KNOXVILLE	425,780	.458	72.431	1,132,200	.449	72.083	98
62	WICHITA-HUTCHINSON PLUS	425,180	.457	72.888	1,115,300	.443	72.526	98
63	MOBILE-PENSACOLA	417,600	.449	73.336	1,157,200	.459	72.985	98
64	TOLEDO	414,230	.445	73.782	1,112,600	.442	73.426	99
65	GREEN BAY-APPLETON	388,880	.418	74.199	1,035,500	.411	73.837	99
66	SHREVEPORT	388,410	.417	74.617	1,066,400	.423	74.261	98
67	DES MOINES-AMES	373,060	.401	75.018	942,100	.374	74.634	99
68	SYRACUSE	370,870	.399	75.416	1,040,900	.413	75.048	98
69	ROANOKE-LYNCHBURG	362,970	.390	75.807	1,022,900	.406	75.453	98
70	HONOLULU	359,670	.387	76.193	1,136,100	.451	75.904	97
	SUBTOTAL	70,894,920			191,260,500			

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (JAN. 1991)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (JAN. 1991)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
71	ROCHESTER, NY	354,710	.381	76.574	955,000	.379	76.283	99
72	AUSTIN	351,370	.378	76.952	922,800	.366	76.650	97
73	PADUCAH-C.GIRARDEAU-HARRBG	349,890	.376	77.328	911,200	.362	77.011	98
74	OMAHA	347,160	.373	77.701	924,900	.367	77.378	99
75	PORTLAND-AUBURN	345,370	.371	78.072	901,700	.358	77.736	99
76	LEXINGTON	345,000	.371	78.443	951,400	.378	78.114	97
77	CHAMPAIGN&SPRNGFLD-DECATUR	338,140	.363	78.806	882,300	.350	78.464	98
78	SPOKANE	322,370	.346	79.153	861,000	.342	78.806	97
79	CEDAR RAPIDS-WATERLOO&DUBQ	321,080	.345	79.498	855,300	.339	79.145	99
80	SPRINGFIELD, MO	310,930	.334	79.832	838,300	.333	79.478	98
	SUBTOTAL	74,280,940			200,264,400			
81	TUCSON(NOGALES)	310,560	.334	80.166	808,400	.321	79.799	98
82	DAVENPORT-R.ISLAND-MOLINE	308,660	.332	80.498	806,200	.320	80.118	99
83	CHATTANOOGA	307,860	.331	80.829	828,900	.329	80.447	98
84	COLUMBIA, SC	299,620	.322	81.151	837,300	.332	80.780	98
85	SOUTH BEND-ELKHART	298,130	.320	81.471	813,700	.323	81.103	98
86	JACKSON, MS	294,810	.317	81.788	841,900	.334	81.437	98
87	HUNTSVILLE-DECATUR, FLOR	291,100	.313	82.101	772,400	.307	81.743	99
88	JOHNSTOWN-ALTOONA	286,160	.308	82.408	786,900	.312	82.056	98
89	TRI-CITIES, TN-VA	284,440	.306	82.714	784,700	.311	82.367	98
90	LAS VEGAS	284,170	.305	83.019	701,700	.278	82.646	98
	SUBTOTAL	77,246,450			208,246,500			
91	MADISON	280,450	.301	83.321	713,600	.283	82.929	98
92	BURLINGTON-PLATTSBURGH	278,230	.299	83.620	765,300	.304	83.232	98
93	YOUNGSTOWN	277,130	.298	83.918	738,500	.293	83.526	99
94	EVANSVILLE	268,040	.288	84.206	710,400	.282	83.807	99
95	FT. MYERS-NAPLES	260,390	.280	84.485	615,100	.244	84.052	99
96	WACO-TEMPLE	258,750	.278	84.764	728,100	.289	84.341	98
97	LINCOLN & HSTNGS-KRNYPLUS	256,900	.276	85.040	663,700	.263	84.604	99
98	BATON ROUGE	253,350	.272	85.312	750,000	.298	84.902	99
99	COLORADO SPRINGS-PUEBLO	239,770	.258	85.570	646,500	.257	85.158	98
100	FT. WAYNE	233,720	.251	85.821	645,100	.256	85.414	99
	SUBTOTAL	79,853,180			215,222,800			
101	EL PASO	232,770	.250	86.071	755,200	.300	85.714	98
102	SAVANNAH	225,150	.242	86.313	651,400	.259	85.972	98
103	SIOUX FALLS(MITCHELL)	225,100	.242	86.555	598,700	.238	86.210	98
104	GREENVILLE-N.BERN-WASHNGTN	224,760	.242	86.796	630,500	.250	86.460	98
105	MONTGOMERY	223,720	.240	87.037	626,300	.249	86.709	98
106	LANSING	223,330	.240	87.277	630,400	.250	86.959	99
107	CHARLESTON, SC	223,320	.240	87.517	649,600	.258	87.217	98
108	SPRINGFIELD-HOLYOKE	218,990	.235	87.752	597,100	.237	87.454	99
109	FARGO-VALLEY CITY	217,930	.234	87.986	598,100	.237	87.691	98
110	AUGUSTA	215,010	.231	88.218	614,800	.244	87.935	98
111	MONTEREY-SALINAS	212,900	.229	88.446	642,700	.255	88.190	96
112	PEORIA-BLOOMINGTON	208,700	.224	88.671	556,000	.221	88.411	99
113	SANTABARBRA-SANMAR-SANLUOB	208,540	.224	88.895	573,300	.228	88.638	96
114	HARLINGEN-WESLACO-BRNSVLLE	201,620	.217	89.111	727,400	.289	88.927	97
115	LAFAYETTE, LA	193,960	.208	89.320	563,400	.224	89.151	98
116	TALLAHASSEE-THOMASVILLE	192,860	.207	89.527	545,800	.217	89.367	98
117	FT. SMITH	190,670	.205	89.732	514,700	.204	89.571	98
118	RENO	189,700	.204	89.936	477,400	.189	89.761	97
119	COLUMBUS, GA	188,750	.203	90.139	530,400	.210	89.971	98
120	EUGENE	185,880	.200	90.339	494,800	.196	90.168	96
121	TYLER	184,060	.198	90.536	508,600	.202	90.370	98
122	MACON	182,050	.196	90.732	525,400	.209	90.578	98
123	MONROE-EL DORADO	181,890	.195	90.928	513,300	.204	90.782	98
124	AMARILLO	177,730	.191	91.119	481,500	.191	90.973	98
125	CORPUS CHRISTI	170,250	.183	91.302	516,500	.205	91.178	98
126	DULUTH-SUPERIOR	169,500	.182	91.484	448,700	.178	91.356	98
127	FLORENCE-MYRTLE BEACH	167,860	.180	91.664	469,800	.186	91.542	98
128	TRAVERSE CITY-CADILLAC	167,650	.180	91.844	449,200	.178	91.721	98
129	WHEELING-STEUBENVILLE	167,520	.180	92.024	438,000	.174	91.895	99
130	WAUSAU-RHINELANDER	167,250	.180	92.204	450,200	.179	92.073	99
131	BAKERSFIELD	164,470	.177	92.381	475,800	.189	92.262	98
132	YAKIMA	163,480	.176	92.557	453,200	.180	92.442	97
133	LA CROSSE-EAU CLAIRE	162,860	.175	92.732	441,700	.175	92.617	99
134	TERRE HAUTE	162,070	.174	92.906	424,900	.169	92.786	98
135	BEAUMONT-PORT ARTHUR	159,770	.172	93.077	443,300	.176	92.962	98
136	CHICO-REDDING	159,080	.171	93.248	420,800	.167	93.129	97
137	ROCKFORD	157,910	.170	93.418	417,100	.166	93.294	99
138	BOISE	157,510	.169	93.587	433,000	.172	93.466	98
139	WICHITA FALLS & LAWTON	157,490	.169	93.757	433,400	.172	93.638	98
140	SIOUX CITY	156,800	.169	93.925	410,400	.163	93.801	99
141	COLUMBUS-TUPELO-WEST POINT	156,500	.168	94.093	438,300	.174	93.975	98
142	TOPEKA	155,090	.167	94.260	420,600	.167	94.142	98
143	ERIE	151,970	.163	94.423	413,400	.164	94.306	99
144	BLUEFIELD-BECKLEY-OAK HILL	144,720	.156	94.579	393,500	.156	94.462	98
145	WILMINGTON	144,660	.155	94.734	400,800	.159	94.621	98

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – RANKED BY TV HOUSEHOLDS

RANK	DESIGNATED MARKET AREA	TV HOUSEHOLDS (JAN. 1991)	% OF U.S. TV HOUSEHOLDS	CUMULATIVE % U.S. TV HOUSEHOLDS	POPULATION (JAN. 1991)	% U.S. POPULATION	CUMULATIVE % U.S. POPULATION	% TV PENE-TRATION
146	ROCHESTR-MASON CITY-AUSTIN	143,570	.154	94.889	370,700	.147	94.768	99
147	JOPLIN-PITTSBURG	141,640	.152	95.041	368,500	.146	94.915	98
148	ODESSA-MIDLAND	140,890	.151	95.192	398,300	.158	95.073	98
149	MINOT-BISMARCK-DICKINSON	139,440	.150	95.342	393,200	.156	95.229	98
150	LUBBOCK	138,130	.148	95.491	393,100	.156	95.385	98
	SUBTOTAL	88,850,650			240,346,000			
151	MEDFORD-KLAMATH FALLS	137,140	.147	95.638	364,300	.145	95.529	97
152	BINGHAMTON	134,230	.144	95.782	368,200	.146	95.675	98
153	COLUMBIA-JEFFERSON CITY	130,020	.140	95.922	365,400	.145	95.820	98
154	ALBANY, GA	126,850	.136	96.058	372,600	.148	95.968	98
155	QUINCY-HANNIBAL-KEOKUK	121,030	.130	96.188	319,700	.127	96.095	98
156	BANGOR	118,720	.128	96.316	324,800	.129	96.224	99
157	ABILENE-SWEETWATER	115,220	.124	96.440	308,700	.123	96.347	98
158	BILOXI-GULFPORT	111,050	.119	96.559	312,500	.124	96.471	99
159	ANCHORAGE	110,320	.119	96.678	311,500	.124	96.594	95
160	CLARKSBURG-WESTON	109,240	.117	96.795	284,200	.113	96.707	98
161	PALM SPRINGS	108,550	.117	96.912	306,800	.122	96.829	98
162	DOTHAN	104,950	.113	97.025	290,400	.115	96.944	98
163	IDAHO FALLS-POCATELLO	101,280	.109	97.134	313,500	.124	97.068	97
164	UTICA	97,920	.105	97.239	275,100	.109	97.178	99
165	SALISBURY	95,040	.102	97.341	256,700	.102	97.279	98
166	ELMIRA	90,990	.098	97.439	253,400	.101	97.380	98
167	HATTIESBURG-LAUREL	89,920	.097	97.535	250,300	.099	97.479	98
168	GAINESVILLE	88,180	.095	97.630	235,800	.094	97.573	97
169	ALEXANDRIA, LA	87,230	.094	97.724	259,800	.103	97.676	98
170	RAPID CITY	86,760	.093	97.817	237,400	.094	97.770	98
171	BILLINGS	86,730	.093	97.910	227,600	.090	97.861	97
172	PANAMA CITY	83,060	.089	98.000	222,500	.088	97.949	98
173	GREENWOOD-GREENVILLE	82,550	.089	98.088	252,900	.100	98.049	97
174	LAKE CHARLES	75,690	.081	98.170	215,600	.086	98.135	98
175	MISSOULA	75,430	.081	98.251	196,500	.078	98.213	96
176	ADA-ARDMORE	73,720	.079	98.330	196,000	.078	98.291	97
177	JONESBORO	73,370	.079	98.409	197,400	.078	98.369	98
178	WATERTOWN	70,300	.076	98.484	206,000	.082	98.451	99
179	YUMA-EL CENTRO	69,300	.074	98.559	217,100	.086	98.537	97
180	MERIDIAN	65,670	.071	98.629	182,200	.072	98.609	98
181	GREAT FALLS	64,870	.070	98.699	171,500	.068	98.677	97
182	PARKERSBURG	62,630	.067	98.766	164,200	.065	98.742	99
183	ST. JOSEPH	59,500	.064	98.830	158,600	.063	98.805	99
184	JACKSON, TN	58,380	.063	98.893	155,100	.062	98.867	98
185	TUSCALOOSA	54,770	.059	98.952	149,100	.059	98.926	98
186	MARQUETTE	54,520	.059	99.011	154,600	.061	98.987	97
187	EUREKA	53,030	.057	99.068	141,000	.056	99.043	95
188	GRAND JUNCTION-MONTROSE	52,430	.056	99.124	141,200	.056	99.099	97
189	BOWLING GREEN	52,030	.056	99.180	145,800	.058	99.157	98
190	MANKATO	51,640	.055	99.235	140,300	.056	99.213	98
191	CASPER-RIVERTON	49,580	.053	99.289	133,600	.053	99.266	97
192	SAN ANGELO	47,290	.051	99.339	130,700	.052	99.318	98
193	CHEYENNE-SCOTTSBLUF-STRLNG	46,880	.050	99.390	118,600	.047	99.365	98
194	BUTTE	46,630	.050	99.440	123,400	.049	99.414	97
195	ANNISTON	45,350	.049	99.489	125,600	.050	99.464	99
196	LAFAYETTE, IN	44,190	.047	99.536	126,100	.050	99.514	98
197	OTTUMWA-KIRKSVILLE	43,170	.046	99.583	111,600	.044	99.558	98
198	LIMA	41,700	.045	99.627	114,500	.045	99.603	99
199	CHARLOTTESVILLE	40,510	.044	99.671	107,400	.043	99.646	96
200	LAREDO	37,400	.040	99.711	138,600	.055	99.701	97
201	ZANESVILLE	37,330	.040	99.751	100,000	.040	99.741	99
202	HARRISONBURG	35,390	.038	99.789	106,100	.042	99.783	96
203	TWIN FALLS	29,910	.032	99.821	85,300	.034	99.817	98
204	PRESQUE ISLE	29,240	.031	99.853	84,900	.034	99.850	98
205	FAIRBANKS	27,860	.030	99.883	82,500	.033	99.883	96
206	BEND, OR	27,200	.029	99.912	73,200	.029	99.912	97
207	VICTORIA	26,050	.028	99.940	76,500	.030	99.943	98
208	HELENA	20,940	.023	99.963	52,200	.021	99.963	97
209	ALPENA	15,920	.017	99.980	42,200	.017	99.980	98
210	NORTH PLATTE	14,380	.015	99.995	38,500	.015	99.995	98
211	GLENDIVE	4,560	.005	100.000	11,800	.005	100.000	97
	TOTAL U.S.*	93,046,390			251,975,600			

* EXCLUDING ALASKA EXCEPT FOR ANCHORAGE AND FAIRBANKS DMA'S

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – ALPHABETICAL LISTING

DMA CODE	DESIGNATED MARKET AREA	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	DMA RANK	% OF U.S. TV HOUSEHOLDS
662	ABILENE-SWEETWATER	117,200	115,220	157	.124
657	ADA-ARDMORE	75,700	73,720	176	.079
532	ALBANY-SCHENECTADY-TROY	498,900	491,980	53	.529
525	ALBANY, GA	129,500	126,850	154	.136
790	ALBUQUERQUE-SANTA FE	536,700	516,910	51	.556
644	ALEXANDRIA, LA	89,300	87,230	169	.094
583	ALPENA	16,200	15,920	209	.017
634	AMARILLO	180,800	177,730	124	.191
743	ANCHORAGE	115,800	110,320	159	.119
646	ANNISTON	45,900	45,350	195	.049
524	ATLANTA	1,424,800	1,403,720	12	1.509
520	AUGUSTA	219,100	215,010	110	.231
635	AUSTIN	360,500	351,370	72	.378
800	BAKERSFIELD	168,000	164,470	131	.177
512	BALTIMORE	949,700	938,520	22	1.009
537	BANGOR	120,500	118,720	156	.128
716	BATON ROUGE	257,200	253,350	98	.272
692	BEAUMONT-PORT ARTHUR	162,800	159,770	135	.172
821	BEND, OR	28,000	27,200	206	.029
756	BILLINGS	89,100	86,730	171	.093
746	BILOXI-GULFPORT	112,700	111,050	158	.119
502	BINGHAMTON	136,500	134,230	152	.144
630	BIRMINGHAM	540,200	532,420	47	.572
559	BLUEFIELD-BECKLEY-OAK HILL	147,400	144,720	144	.156
757	BOISE	161,200	157,510	138	.169
506	BOSTON	2,171,300	2,141,400	6	2.301
736	BOWLING GREEN	53,300	52,030	189	.056
514	BUFFALO	621,600	613,990	38	.660
523	BURLINGTON-PLATTSBURGH	283,900	278,230	92	.299
754	BUTTE	48,200	46,630	194	.050
767	CASPER-RIVERTON	50,900	49,580	191	.053
637	CEDAR RAPIDS-WATERLOO&DUBQ	325,700	321,080	79	.345
648	CHAMPAIGN&SPRNGFLD-DECATUR	343,600	338,140	77	.363
564	CHARLESTON-HUNTINGTON	494,400	484,950	54	.521
519	CHARLESTON, SC	227,100	223,320	107	.240
517	CHARLOTTE	744,600	734,210	31	.789
584	CHARLOTTESVILLE	42,200	40,510	199	.044
575	CHATTANOOGA	312,800	307,860	83	.331
759	CHEYENNE-SCOTTSBLUF-STRLNG	47,600	46,880	193	.050
602	CHICAGO	3,188,400	3,141,510	3	3.376
868	CHICO-REDDING	163,400	159,080	136	.171
515	CINCINNATI	776,200	766,730	29	.824
598	CLARKSBURG-WESTON	111,200	109,240	160	.117
510	CLEVELAND	1,479,100	1,460,020	11	1.569
752	COLORADO SPRINGS-PUEBLO	244,600	239,770	99	.258
604	COLUMBIA-JEFFERSON CITY	132,700	130,020	153	.140
546	COLUMBIA, SC	304,500	299,620	84	.322
673	COLUMBUS-TUPELO-WEST POINT	159,900	156,500	141	.168
522	COLUMBUS, GA	192,300	188,750	119	.203
535	COLUMBUS, OH	679,500	671,840	34	.722
600	CORPUS CHRISTI	173,900	170,250	125	.183
623	DALLAS-FT. WORTH	1,764,200	1,735,380	8	1.865
682	DAVENPORT-R.ISLAND-MOLINE	312,300	308,660	82	.332
542	DAYTON	511,300	505,760	52	.544
751	DENVER	1,076,300	1,053,510	19	1.132
679	DES MOINES-AMES	377,800	373,060	67	.401
505	DETROIT	1,741,400	1,722,470	9	1.851
606	DOTHAN	106,700	104,950	162	.113
676	DULUTH-SUPERIOR	172,600	169,500	126	.182
765	EL PASO	237,100	232,770	101	.250
565	ELMIRA	92,800	90,990	166	.098
516	ERIE	154,000	151,970	143	.163
801	EUGENE	193,100	185,880	120	.200
802	EUREKA	55,700	53,030	187	.057
649	EVANSVILLE	271,600	268,040	94	.288
745	FAIRBANKS	29,100	27,860	205	.030
724	FARGO-VALLEY CITY	221,600	217,930	109	.234
513	FLINT-SAGINAW-BAY CITY	458,800	454,130	58	.488
570	FLORENCE-MYRTLE BEACH	170,700	167,860	127	.180
866	FRESNO-VISALIA	455,700	446,010	59	.479
571	FT. MYERS-NAPLES	264,000	260,390	95	.280
670	FT. SMITH	194,900	190,670	117	.205
509	FT. WAYNE	237,100	233,720	100	.251
592	GAINESVILLE	91,100	88,180	168	.095
798	GLENDIVE	4,700	4,560	211	.005
773	GRAND JUNCTION-MONTROSE	53,800	52,430	188	.056
563	GRAND RAPIDS-KALMZOO-B.CRK	635,400	626,440	37	.673
755	GREAT FALLS	66,600	64,870	181	.070
658	GREEN BAY-APPLETON	392,300	388,880	65	.418
518	GREENSBORO-H.POINT-W.SALEM	532,900	524,880	49	.564
545	GREENVILLE-N.BERN-WASHNGTN	228,600	224,760	104	.242
567	GREENVILLE-SPART-ASHEVILLE	662,800	651,940	35	.701
647	GREENWOOD-GREENVILLE	85,000	82,550	173	.089
636	HARLINGEN-WESLACO-BRNSVLLE	207,600	201,620	114	.217
566	HARRISBURG-LNCSTR-LEB-YORK	576,300	560,940	44	.603
569	HARRISONBURG	37,000	35,390	202	.038
533	HARTFORD & NEW HAVEN	924,900	912,970	23	.981
710	HATTIESBURG-LAUREL	91,900	89,920	167	.097
766	HELENA	21,500	20,940	208	.023
744	HONOLULU	370,300	359,670	70	.387
618	HOUSTON	1,501,900	1,471,840	10	1.582
691	HUNTSVILLE-DECATUR, FLOR	295,400	291,100	87	.313
758	IDAHO FALLS-POCATELLO	104,000	101,280	163	.109
527	INDIANAPOLIS	875,500	862,300	26	.927
718	JACKSON, MS	301,200	294,810	86	.317
639	JACKSON, TN	59,800	58,380	184	.063
561	JACKSONVILLE	478,500	470,950	55	.506
574	JOHNSTOWN-ALTOONA	291,100	286,160	88	.308
734	JONESBORO	75,200	73,370	177	.079
603	JOPLIN-PITTSBURG	144,000	141,640	147	.152
616	KANSAS CITY	759,800	747,870	30	.804
557	KNOXVILLE	434,000	425,780	61	.458
702	LA CROSSE-EAU CLAIRE	165,300	162,860	133	.175
582	LAFAYETTE, IN	45,300	44,190	196	.047
642	LAFAYETTE, LA	197,200	193,960	115	.208
643	LAKE CHARLES	77,200	75,690	174	.081
551	LANSING	226,500	223,330	106	.240
749	LAREDO	38,400	37,400	200	.040
839	LAS VEGAS	289,000	284,170	90	.305
541	LEXINGTON	354,100	345,000	76	.371
558	LIMA	42,200	41,700	198	.045
722	LINCOLN & HSTNGS-KRNYPLUS	260,500	256,900	97	.276
693	LITTLE ROCK-PINE BLUFF	468,800	458,710	57	.493
803	LOS ANGELES	5,137,200	5,026,300	2	5.402
529	LOUISVILLE	528,100	520,620	50	.560
651	LUBBOCK	140,300	138,130	150	.148
503	MACON	185,300	182,050	122	.196
669	MADISON	285,300	280,450	91	.301
737	MANKATO	52,500	51,640	190	.055
553	MARQUETTE	56,100	54,520	186	.059
813	MEDFORD-KLAMATH FALLS	142,000	137,140	151	.147
640	MEMPHIS	615,000	604,090	39	.649
711	MERIDIAN	67,300	65,670	180	.071
528	MIAMI-FT. LAUDERDALE	1,334,900	1,313,540	16	1.412
617	MILWAUKEE	781,300	772,710	28	.830
613	MINNEAPOLIS-ST. PAUL	1,334,700	1,316,200	15	1.415
687	MINOT-BISMARCK-DICKINSON	141,800	139,440	149	.150
762	MISSOULA	78,200	75,430	175	.081
686	MOBILE-PENSACOLA	424,900	417,600	63	.449
628	MONROE-EL DORADO	185,600	181,890	123	.195
828	MONTEREY-SALINAS	221,900	212,900	111	.229
698	MONTGOMERY	228,200	223,720	105	.240
659	NASHVILLE	725,500	712,890	32	.766
622	NEW ORLEANS	647,400	637,920	36	.686
501	NEW YORK	7,178,900	7,043,790	1	7.570
544	NORFOLK-PORTSMTH-NEWPT NWS	587,200	578,610	43	.622
740	NORTH PLATTE	14,600	14,380	210	.015
633	ODESSA-MIDLAND	143,400	140,890	148	.151
650	OKLAHOMA CITY	605,000	594,850	40	.639
652	OMAHA	352,000	347,160	74	.373
534	ORLANDO-DAYTONA BCH-MELBRN	917,200	905,080	25	.973
631	OTTUMWA-KIRKSVILLE	44,200	43,170	197	.046
632	PADUCAH-C.GIRARDEAU-HARRBG	355,700	349,890	73	.376
804	PALM SPRINGS	111,000	108,550	161	.117
656	PANAMA CITY	84,700	83,060	172	.089
597	PARKERSBURG	63,500	62,630	182	.067
675	PEORIA-BLOOMINGTON	211,800	208,700	112	.224
504	PHILADELPHIA	2,729,700	2,697,100	4	2.899
753	PHOENIX	1,078,300	1,052,220	20	1.131
508	PITTSBURGH	1,170,000	1,155,390	17	1.242
500	PORTLAND-AUBURN	350,600	345,370	75	.371
820	PORTLAND, OR	845,500	821,290	27	.883
552	PRESQUE ISLE	29,700	29,240	204	.031
521	PROVIDENCE-NEW BEDFORD	565,800	560,300	45	.602
717	QUINCY-HANNIBAL-KEOKUK	122,900	121,030	155	.130
560	RALEIGH-DURHAM	699,700	688,650	33	.740
764	RAPID CITY	88,900	86,760	170	.093
811	RENO	196,100	189,700	118	.204
556	RICHMOND-PETERSBURG	453,000	445,050	60	.478
573	ROANOKE-LYNCHBURG	369,700	362,970	69	.390

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

DESIGNATED MARKET AREA (DMA) – ALPHABETICAL LISTING

DMA CODE	DESIGNATED MARKET AREA	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	DMA RANK	% OF U.S. TV HOUSEHOLDS
538	ROCHESTER, NY	358,500	354,710	71	.381
611	ROCHESTR-MASON CITY-AUSTIN	145,300	143,570	146	.154
610	ROCKFORD	160,100	157,910	137	.170
862	SACRAMNTO-STKTN-MODESTO	1,057,200	1,033,780	21	1.111
576	SALISBURY	96,900	95,040	165	.102
770	SALT LAKE CITY	605,000	592,200	42	.636
661	SAN ANGELO	48,300	47,290	192	.051
641	SAN ANTONIO	606,400	592,200	41	.636
825	SAN DIEGO	932,000	908,610	24	.977
807	SAN FRANCISCO-OAK-SAN JOSE	2,303,500	2,231,040	5	2.398
855	SANTABARBRA-SANMAR-SANLUOB	216,300	208,540	113	.224
507	SAVANNAH	229,600	225,150	102	.242
819	SEATTLE-TACOMA	1,363,800	1,321,920	14	1.421
612	SHREVEPORT	396,400	388,410	66	.417
624	SIOUX CITY	158,600	156,800	140	.169
725	SIOUX FALLS(MITCHELL)	229,000	225,100	103	.242
588	SOUTH BEND-ELKHART	303,500	298,130	85	.320
881	SPOKANE	332,400	322,370	78	.346
543	SPRINGFIELD-HOLYOKE	222,200	218,990	108	.235
619	SPRINGFIELD, MO	318,700	310,930	80	.334
638	ST. JOSEPH	60,300	59,500	183	.064
609	ST. LOUIS	1,105,300	1,088,550	18	1.170
555	SYRACUSE	377,200	370,870	68	.399
530	TALLAHASSEE-THOMASVILLE	197,800	192,860	116	.207
539	TAMPA-ST. PETE,SARASOTA	1,369,400	1,349,730	13	1.451
581	TERRE HAUTE	164,800	162,070	134	.174
547	TOLEDO	419,000	414,230	64	.445
605	TOPEKA	158,100	155,090	142	.167
540	TRAVERSE CITY-CADILLAC	170,300	167,650	128	.180
531	TRI-CITIES, TN-VA	290,100	284,440	89	.306
789	TUCSON(NOGALES)	318,400	310,560	81	.334
671	TULSA	474,400	465,410	56	.500
620	TUSCALOOSA	55,800	54,770	185	.059
760	TWIN FALLS	30,600	29,910	203	.032
709	TYLER	188,200	184,060	121	.198
526	UTICA	99,400	97,920	164	.105
626	VICTORIA	26,700	26,050	207	.028
625	WACO-TEMPLE	264,100	258,750	96	.278
511	WASHINGTON, DC	1,776,400	1,749,190	7	1.880
549	WATERTOWN	71,200	70,300	178	.076
705	WAUSAU-RHINELANDER	169,400	167,250	130	.180
548	WEST PALM BEACH-FT. PIERCE	539,500	529,940	48	.570
554	WHEELING-STEUBENVILLE	169,700	167,520	129	.180
627	WICHITA FALLS & LAWTON	160,300	157,490	139	.169
678	WICHITA-HUTCHINSON PLUS	433,200	425,180	62	.457
577	WILKES BARRE-SCRANTON	563,800	554,800	46	.596
550	WILMINGTON	147,600	144,660	145	.155
810	YAKIMA	168,100	163,480	132	.176
536	YOUNGSTOWN	279,900	277,130	93	.298
771	YUMA-EL CENTRO	71,600	69,300	179	.074
596	ZANESVILLE	37,800	37,330	201	.040

SEE PAGE C FOR NSI MARKET CONSOLIDATIONS.

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ALABAMA				
AUTAUGA	M B MONTGOMERY	13,300	13,140	99
BALDWIN	M B MOBILE-PENSACOLA	37,600	36,800	98
BARBOUR	D COLUMBUS, GA	9,500	9,280	98
BIBB	D BIRMINGHAM	6,200	6,080	98
BLOUNT	M D BIRMINGHAM	16,100	15,830	98
BULLOCK	D MONTGOMERY	3,500	3,360	96
BUTLER	D MONTGOMERY	8,000	7,790	97
CALHOUN	C ANNISTON	45,900	45,350	99
CHAMBERS	D COLUMBUS, GA	14,800	14,630	99
CHEROKEE	D BIRMINGHAM	7,600	7,400	97
CHILTON	D BIRMINGHAM	13,300	13,050	98
CHOCTAW	M D MERIDIAN	5,900	5,700	97
CLARKE	D MOBILE-PENSACOLA	9,500	9,270	98
CLAY	D BIRMINGHAM	4,700	4,580	97
CLEBURNE	D ATLANTA	5,100	5,000	98
COFFEE	D DOTHAN	15,400	15,120	98
COLBERT	C HUNTSVILLE-DECATUR, FLOR	21,100	20,730	98
CONECUH	D MONTGOMERY	5,400	5,260	97
COOSA	D BIRMINGHAM	4,500	4,390	98
COVINGTON	D MONTGOMERY	14,900	14,630	98
CRENSHAW	D MONTGOMERY	5,400	5,310	98
CULLMAN	C BIRMINGHAM	26,100	25,830	99
DALE	M C DOTHAN	17,400	17,120	98
DALLAS	C MONTGOMERY	18,700	18,260	98
DE KALB	C HUNTSVILLE-DECATUR, FLOR	21,900	21,410	98
ELMORE	M B MONTGOMERY	18,000	17,800	99
ESCAMBIA	D MOBILE-PENSACOLA	12,600	12,290	98
ETOWAH	C BIRMINGHAM	40,400	39,840	99
FAYETTE	D BIRMINGHAM	7,200	7,060	98
FRANKLIN	D HUNTSVILLE-DECATUR, FLOR	11,300	11,110	98
GENEVA	D DOTHAN	9,400	9,270	99
GREENE	D BIRMINGHAM	3,700	3,490	94
HALE	D BIRMINGHAM	5,300	5,070	96
HENRY	D DOTHAN	5,600	5,510	98
HOUSTON	M C DOTHAN	32,700	32,300	99
JACKSON	C CHATTANOOGA	19,900	19,500	98
JEFFERSON	M B BIRMINGHAM	270,200	266,740	99
LAMAR	D COLUMBUS-TUPELO-WEST POINT	6,300	6,140	97
LAUDERDALE	C HUNTSVILLE-DECATUR, FLOR	33,100	32,590	98
LAWRENCE	D HUNTSVILLE-DECATUR, FLOR	11,100	10,830	98
LEE	C COLUMBUS, GA	33,600	32,740	97
LIMESTONE	M B HUNTSVILLE-DECATUR, FLOR	19,400	19,170	99
LOWNDES	D MONTGOMERY	4,100	3,970	97
MACON	D MONTGOMERY	9,000	8,770	97
MADISON	M B HUNTSVILLE-DECATUR, FLOR	97,400	96,310	99
MARENGO	D MONTGOMERY	8,700	8,420	97
MARION	D BIRMINGHAM	12,200	12,000	98
MARSHALL	B HUNTSVILLE-DECATUR, FLOR	29,500	29,050	98
MOBILE	M B MOBILE-PENSACOLA	146,100	143,890	98
MONROE	D MOBILE-PENSACOLA	8,300	8,040	97
MONTGOMERY	M B MONTGOMERY	83,600	82,370	99
MORGAN	M C HUNTSVILLE-DECATUR, FLOR	39,700	39,210	99
PERRY	D MONTGOMERY	4,900	4,690	96
PICKENS	D BIRMINGHAM	7,300	7,110	97
PIKE	D MONTGOMERY	10,700	10,440	98
RANDOLPH	D ATLANTA	7,700	7,600	99
RUSSELL	M B COLUMBUS, GA	19,200	18,800	98
SAINT CLAIR	M B BIRMINGHAM	18,700	18,460	99
SHELBY	M B BIRMINGHAM	32,900	32,570	99
SUMTER	M D MERIDIAN	5,200	5,040	97
TALLADEGA	C BIRMINGHAM	27,700	27,280	98
TALLAPOOSA	D MONTGOMERY	15,500	15,190	98
TUSCALOOSA	C TUSCALOOSA	55,800	54,770	98
WALKER	M B BIRMINGHAM	27,000	26,670	99
WASHINGTON	D MOBILE-PENSACOLA	5,800	5,610	97
WILCOX	D MONTGOMERY	4,500	4,320	96
WINSTON	D BIRMINGHAM	9,100	8,970	99
	STATE TOTAL	1,582,200	1,556,320	
ALASKA#				
ANCHORAGE	M B ANCHORAGE	85,600	82,760	97
FAIRBNKS-PLUS	C FAIRBANKS	29,100	27,860	96
KENAI-PENSLA	D ANCHORAGE	16,000	14,550	91
MATANKA-SUSTN	D ANCHORAGE	14,200	13,010	92
	STATE TOTAL	144,900	138,180	

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ARIZONA				
COCHISE	C TUCSON(NOGALES)	37,300	36,060	97
COCONINO	C PHOENIX	32,000	29,760	93
GILA	D PHOENIX	16,100	15,520	96
GRAHAM	D PHOENIX	7,700	7,330	95
GREENLEE	D PHOENIX	3,000	2,780	93
LA PAZ	D PHOENIX	6,300	6,110	97
MARICOPA	M A PHOENIX	861,100	845,860	98
MOHAVE	C PHOENIX	38,700	37,600	97
NAVAJO	C PHOENIX	23,400	21,060	90
PIMA	M B TUCSON(NOGALES)	271,800	265,630	98
PINAL	C PHOENIX	39,000	37,840	97
SANTA CRUZ	D TUCSON(NOGALES)	9,300	8,870	95
YAVAPAI	C PHOENIX	46,000	44,170	96
YUMA	C YUMA-EL CENTRO	35,700	34,620	97
APACHE-N	C ALBUQUERQUE-SANTA FE	13,100	10,980	84
APACHE-S	C PHOENIX	5,000	4,190	84
	STATE TOTAL	1,445,500	1,408,380	
ARKANSAS				
ARKANSAS	D LITTLE ROCK-PINE BLUFF	8,500	8,260	97
ASHLEY	D MONROE-EL DORADO	9,400	9,230	98
BAXTER	D SPRINGFIELD, MO	13,800	13,490	98
BENTON	B FT. SMITH	39,300	38,490	98
BOONE	D SPRINGFIELD, MO	12,100	11,730	97
BRADLEY	D LITTLE ROCK-PINE BLUFF	5,000	4,890	98
CALHOUN	D LITTLE ROCK-PINE BLUFF	2,200	2,150	98
CARROLL	D SPRINGFIELD, MO	8,300	8,070	97
CHICOT	D GREENWOOD-GREENVILLE	5,600	5,400	96
CLARK	D LITTLE ROCK-PINE BLUFF	7,900	7,690	97
CLAY	D JONESBORO	7,700	7,520	98
CLEBURNE	D LITTLE ROCK-PINE BLUFF	8,300	8,160	98
CLEVELAND	D LITTLE ROCK-PINE BLUFF	3,000	2,950	98
COLUMBIA	D SHREVEPORT	9,900	9,610	97
CONWAY	D LITTLE ROCK-PINE BLUFF	7,100	7,000	99
CRAIGHEAD	M C JONESBORO	24,800	24,360	98
CRAWFORD	M B FT. SMITH	16,600	16,250	98
CRITTENDEN	M B MEMPHIS	17,400	16,990	98
CROSS	D MEMPHIS	6,800	6,620	97
DALLAS	D LITTLE ROCK-PINE BLUFF	4,000	3,930	98
DESHA	D LITTLE ROCK-PINE BLUFF	6,400	6,270	98
DREW	D LITTLE ROCK-PINE BLUFF	6,500	6,340	98
FAULKNER	M C LITTLE ROCK-PINE BLUFF	21,500	21,190	99
FRANKLIN	D FT. SMITH	6,000	5,820	97
FULTON	D SPRINGFIELD, MO	4,600	4,400	96
GARLAND	C LITTLE ROCK-PINE BLUFF	33,400	32,520	97
GRANT	D LITTLE ROCK-PINE BLUFF	5,400	5,260	97
GREENE	M D JONESBORO	12,600	12,430	99
HEMPSTEAD	D SHREVEPORT	8,400	8,230	98
HOT SPRING	D LITTLE ROCK-PINE BLUFF	10,700	10,470	98
HOWARD	D SHREVEPORT	5,100	4,970	97
INDEPENDENCE	D LITTLE ROCK-PINE BLUFF	12,200	11,940	98
IZARD	D JONESBORO	4,700	4,580	97
JACKSON	D LITTLE ROCK-PINE BLUFF	7,600	7,450	98
JEFFERSON	M C LITTLE ROCK-PINE BLUFF	31,300	30,670	98
JOHNSON	D LITTLE ROCK-PINE BLUFF	7,200	6,910	96
LAFAYETTE	D SHREVEPORT	3,400	3,310	97
LAWRENCE	D JONESBORO	7,000	6,760	97
LEE	D MEMPHIS	5,000	4,820	96
LINCOLN	D LITTLE ROCK-PINE BLUFF	3,400	3,320	98
LITTLE RIVER	M C SHREVEPORT	5,100	4,970	97
LOGAN	D FT. SMITH	7,800	7,640	98
LONOKE	M D LITTLE ROCK-PINE BLUFF	14,100	13,750	98
MADISON	D FT. SMITH	4,800	4,570	95
MARION	D SPRINGFIELD, MO	5,400	5,340	99
MILLER	M C SHREVEPORT	14,500	14,140	98
MISSISSIPPI	C MEMPHIS	19,700	19,320	98
MONROE	D LITTLE ROCK-PINE BLUFF	4,400	4,230	96
MONTGOMERY	D LITTLE ROCK-PINE BLUFF	3,500	3,410	97
NEVADA	D LITTLE ROCK-PINE BLUFF	3,700	3,570	96
NEWTON	D SPRINGFIELD, MO	3,100	2,950	95
OUACHITA	D LITTLE ROCK-PINE BLUFF	13,200	12,890	98
PERRY	D LITTLE ROCK-PINE BLUFF	2,900	2,770	96
PHILLIPS	D MEMPHIS	10,600	10,250	97
PIKE	D LITTLE ROCK-PINE BLUFF	4,300	4,200	98
POINSETT	D MEMPHIS	9,300	9,110	98
POLK	D LITTLE ROCK-PINE BLUFF	6,600	6,070	92
POPE	D LITTLE ROCK-PINE BLUFF	17,400	16,890	97

M Metro county of DMA market
NM Metro county of non-DMA market
ANCHORAGE AND FAIRBANKS DMA COUNTIES ONLY

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ARKANSAS (CONT'D)					
PRAIRIE	D	LITTLE ROCK-PINE BLUFF	3,600	3,530	98
PULASKI	M B	LITTLE ROCK-PINE BLUFF	137,000	134,900	98
RANDOLPH	D	JONESBORO	6,600	6,430	97
ST FRANCIS	D	MEMPHIS	9,800	9,550	97
SALINE	M B	LITTLE ROCK-PINE BLUFF	21,700	21,470	99
SCOTT	D	FT. SMITH	4,300	4,210	98
SEARCY	D	LITTLE ROCK-PINE BLUFF	3,500	3,340	95
SEBASTIAN	M B	FT. SMITH	41,300	40,670	98
SEVIER	D	SHREVEPORT	5,500	5,390	98
SHARP	D	JONESBORO	6,500	6,260	96
STONE	D	LITTLE ROCK-PINE BLUFF	4,000	3,750	94
UNION	M C	MONROE-EL DORADO	18,700	18,430	99
VAN BUREN	D	LITTLE ROCK-PINE BLUFF	6,500	6,350	98
WASHINGTON	B	FT. SMITH	43,400	42,540	98
WHITE	C	LITTLE ROCK-PINE BLUFF	20,100	19,790	98
WOODRUFF	D	LITTLE ROCK-PINE BLUFF	3,500	3,390	97
YELL	D	LITTLE ROCK-PINE BLUFF	7,200	7,040	98
		STATE TOTAL	913,700	893,560	
CALIFORNIA					
ALAMEDA	M A	SAN FRANCISCO-OAK-SAN JOSE	502,800	487,520	97
ALPINE	D	RENO	400	360	90
AMADOR	D	SACRAMNTO-STKTN-MODESTO	12,000	11,620	97
BUTTE	M C	CHICO-REDDING	74,400	72,270	97
CALAVERAS	D	SACRAMNTO-STKTN-MODESTO	13,800	13,330	97
COLUSA	D	SACRAMNTO-STKTN-MODESTO	5,700	5,580	98
CONTRA COSTA	M A	SAN FRANCISCO-OAK-SAN JOSE	301,900	296,350	98
DEL NORTE	D	EUREKA	8,200	7,900	96
EL DORADO-E	C	RENO	17,900	17,090	95
EL DORADO-W	M C	SACRAMNTO-STKTN-MODESTO	31,800	31,010	98
FRESNO	M B	FRESNO-VISALIA	230,000	225,290	98
GLENN	M D	CHICO-REDDING	8,900	8,700	98
HUMBOLDT	M C	EUREKA	47,500	45,130	95
IMPERIAL	C	YUMA-EL CENTRO	35,900	34,680	97
INYO	D	LOS ANGELES	7,700	7,110	92
KERN-E	B	LOS ANGELES	25,800	25,260	98
KERN-W	B	BAKERSFIELD	168,000	164,470	98
KINGS	C	FRESNO-VISALIA	28,600	28,050	98
LAKE	D	SAN FRANCISCO-OAK-SAN JOSE	23,900	23,160	97
LASSEN		RENO	8,400	8,070	96
LOS ANGELES	M A	LOS ANGELES	3,254,000	3,181,110	98
MADERA	C	FRESNO-VISALIA	28,700	27,940	97
MARIN	M A	SAN FRANCISCO-OAK-SAN JOSE	97,800	93,630	96
MARIPOSA	D	FRESNO-VISALIA	6,200	5,890	95
MENDOCINO	C	SAN FRANCISCO-OAK-SAN JOSE	30,900	28,450	92
MERCED	C	FRESNO-VISALIA	59,800	58,350	98
MODOC	D	MEDFORD-KLAMATH FALLS	3,600	3,440	96
MONO	D	RENO	4,100	3,740	91
MONTEREY	M B	MONTEREY-SALINAS	118,500	114,850	97
NAPA	A	SAN FRANCISCO-OAK-SAN JOSE	41,800	40,710	97
NEVADA	C	SACRAMNTO-STKTN-MODESTO	32,800	31,630	96
ORANGE	M A	LOS ANGELES	836,800	824,000	98
PLACER	M B	SACRAMNTO-STKTN-MODESTO	62,900	61,690	98
PLUMAS	D	SACRAMNTO-STKTN-MODESTO	8,600	7,500	87
RIVERSIDE-E	M A	PALM SPRINGS	111,000	108,550	98
RIVERSIDE-W	A	LOS ANGELES	282,500	274,760	97
SACRAMENTO	M B	SACRAMNTO-STKTN-MODESTO	409,900	401,740	98
SAN BENITO	D	MONTEREY-SALINAS	12,400	12,060	97
SAN BERNARDNO	A	LOS ANGELES	502,800	490,830	98
SAN DIEGO	M A	SAN DIEGO	932,000	908,610	97
SAN FRANCISCO	M A	SAN FRANCISCO-OAK-SAN JOSE	327,300	308,090	94
SAN JOAQUIN	M B	SACRAMNTO-STKTN-MODESTO	168,900	165,020	98
SAN LUIS OBPO	B	SANTABARBRA-SANMAR-SANLUOB	82,800	80,310	97
SAN MATEO	M A	SAN FRANCISCO-OAK-SAN JOSE	250,500	246,240	98
SANTA BARBARA	B	SANTABARBRA-SANMAR-SANLUOB	133,500	128,230	96
SANTA CLARA	A	SAN FRANCISCO-OAK-SAN JOSE	521,300	508,270	98
SANTA CRUZ	M B	MONTEREY-SALINAS	91,000	85,990	94
SHASTA	M C	CHICO-REDDING	55,200	53,890	98
SIERRA	D	SACRAMNTO-STKTN-MODESTO	1,500	1,470	98
SISKIYOU	D	MEDFORD-KLAMATH FALLS	17,500	16,720	96
SOLANO-E	A	SACRAMNTO-STKTN-MODESTO	65,300	64,200	98
SOLANO-W	A	SAN FRANCISCO-OAK-SAN JOSE	51,400	50,600	98
SONOMA	A	SAN FRANCISCO-OAK-SAN JOSE	153,900	148,020	96
STANISLAUS	M B	SACRAMNTO-STKTN-MODESTO	128,400	125,730	98
SUTTER	C	SACRAMNTO-STKTN-MODESTO	23,800	23,430	98
TEHAMA	M D	CHICO-REDDING	19,100	18,780	98
TRINITY	D	CHICO-REDDING	5,800	5,440	94
TULARE	B	FRESNO-VISALIA	102,400	100,490	98
TUOLUMNE	D	SACRAMNTO-STKTN-MODESTO	17,600	17,340	99
VENTURA	A	LOS ANGELES	227,600	223,230	98
YOLO	M B	SACRAMNTO-STKTN-MODESTO	52,400	51,280	98
YUBA	C	SACRAMNTO-STKTN-MODESTO	21,800	21,210	97
		STATE TOTAL	10,909,700	10,636,410	
COLORADO					
ADAMS	M A	DENVER	108,100	106,680	99
ALAMOSA	D	DENVER	4,800	4,540	95
ARAPAHOE	M A	DENVER	164,500	163,220	99
ARCHULETA	D	ALBUQUERQUE-SANTA FE	2,200	2,020	92
BACA	D	COLORADO SPRINGS-PUEBLO	1,900	1,790	94
BENT	D	COLORADO SPRINGS-PUEBLO	1,900	1,870	98
BOULDER	M A	DENVER	88,500	84,510	95
CHAFFEE	D	DENVER	5,100	4,900	96
CHEYENNE	D	COLORADO SPRINGS-PUEBLO	900	870	97
CLEAR CREEK	D	DENVER	3,000	2,880	96
CONEJOS	D	ALBUQUERQUE-SANTA FE	2,800	2,680	96
COSTILLA	D	ALBUQUERQUE-SANTA FE	1,200	1,130	94
CROWLEY	D	COLORADO SPRINGS-PUEBLO	900	890	99
CUSTER	D	COLORADO SPRINGS-PUEBLO	600	580	97
DELTA	D	GRAND JUNCTION-MONTROSE	8,900	8,690	98
DENVER	M A	DENVER	228,600	222,770	97
DOLORES	D	SALT LAKE CITY	600	570	95
DOUGLAS	M A	DENVER	16,200	15,930	98
EAGLE	D	DENVER	7,500	7,250	97
ELBERT	D	DENVER	3,600	3,550	99
EL PASO	M B	COLORADO SPRINGS-PUEBLO	153,800	150,600	98
FREMONT	D	COLORADO SPRINGS-PUEBLO	12,300	11,920	97
GARFIELD	D	DENVER	11,300	11,050	98
GILPIN	M A	DENVER	1,300	1,240	95
GRAND	D	DENVER	3,600	3,380	94
GUNNISON	D	DENVER	4,100	3,970	97
HINSDALE	D	DENVER	200	200	100
HUERFANO	D	COLORADO SPRINGS-PUEBLO	2,600	2,540	98
JACKSON	D	DENVER	700	690	99
JEFFERSON	M A	DENVER	170,700	168,580	99
KIOWA	D	COLORADO SPRINGS-PUEBLO	600	560	93
KIT CARSON	D	DENVER	2,900	2,810	97
LAKE	D	DENVER	2,300	2,190	95
LA PLATA	D	ALBUQUERQUE-SANTA FE	12,200	11,470	94
LARIMER	C	DENVER	74,500	72,520	97
LAS ANIMAS	D	COLORADO SPRINGS-PUEBLO	5,400	5,250	97
LINCOLN	D	DENVER	1,800	1,770	98
LOGAN	D	DENVER	7,200	7,100	99
MESA	M C	GRAND JUNCTION-MONTROSE	34,800	33,880	97
MINERAL	D	DENVER	300	290	97
MOFFAT	D	DENVER	4,900	4,790	98
MONTEZUMA	D	ALBUQUERQUE-SANTA FE	6,900	6,570	95
MONTROSE	D	GRAND JUNCTION-MONTROSE	9,400	9,200	98
MORGAN	D	DENVER	8,400	8,310	99
OTERO	D	COLORADO SPRINGS-PUEBLO	8,000	7,900	99
OURAY	D	GRAND JUNCTION-MONTROSE	700	660	94
PARK	D	DENVER	3,100	2,930	95
PHILLIPS	D	DENVER	1,800	1,770	98
PITKIN	D	DENVER	5,200	4,950	95
PROWERS	D	DENVER	5,400	5,210	96
PUEBLO	M C	COLORADO SPRINGS-PUEBLO	50,700	50,080	99
RIO BLANCO	D	DENVER	2,000	1,970	99
RIO GRANDE	D	ALBUQUERQUE-SANTA FE	3,900	3,750	96
ROUTT	D	DENVER	5,400	5,150	95
SAGUACHE	D	ALBUQUERQUE-SANTA FE	1,400	1,320	94
SAN JUAN	D	DENVER	400	390	98
SAN MIGUEL	D	DENVER	1,700	1,510	89
SEDGWICK	D	DENVER	1,400	1,380	99
SUMMIT	D	DENVER	5,200	4,850	93
TELLER	M B	COLORADO SPRINGS-PUEBLO	5,000	4,920	98
WASHINGTON	D	DENVER	1,900	1,830	96
WELD	C	DENVER	52,500	51,740	99
YUMA	D	DENVER	3,900	3,850	99
		STATE TOTAL	1,343,600	1,314,360	
CONNECTICUT					
FAIRFIELD	B	NEW YORK	301,100	297,760	99
HARTFORD	M B	HARTFORD & NEW HAVEN	326,200	322,320	99
LITCHFIELD	B	HARTFORD & NEW HAVEN	65,400	64,300	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
CONNECTICUT (CONT'D)				
MIDDLESEX	C HARTFORD & NEW HAVEN	55,800	54,990	99
NEW HAVEN	M B HARTFORD & NEW HAVEN	302,600	299,300	99
NEW LONDON	B HARTFORD & NEW HAVEN	92,900	91,420	98
TOLLAND	B HARTFORD & NEW HAVEN	44,100	43,390	98
WINDHAM	C HARTFORD & NEW HAVEN	37,900	37,250	98
	STATE TOTAL	1,226,000	1,210,730	
DELAWARE				
KENT	C PHILADELPHIA	39,800	39,160	98
NEW CASTLE	A PHILADELPHIA	162,500	160,910	99
SUSSEX	C SALISBURY	46,000	44,950	98
	STATE TOTAL	248,300	245,020	
DIST. OF COL.				
DIS OF COL	M A WASHINGTON, DC	254,500	248,370	98
	STATE TOTAL	254,500	248,370	
FLORIDA				
ALACHUA	M B GAINESVILLE	74,500	72,170	97
BAKER	B JACKSONVILLE	5,900	5,850	99
BAY	M C PANAMA CITY	53,400	52,670	99
BRADFORD	D JACKSONVILLE	8,200	8,020	98
BREVARD	M B ORLANDO-DAYTONA BCH-MELBRN	173,700	171,560	99
BROWARD	A MIAMI-FT. LAUDERDALE	558,500	552,410	99
CALHOUN	D PANAMA CITY	3,500	3,400	97
CHARLOTTE	C FT. MYERS-NAPLES	47,100	46,640	99
CITRUS	C TAMPA-ST. PETE,SARASOTA	43,500	42,610	98
CLAY	M B JACKSONVILLE	37,400	37,000	99
COLLIER	C FT. MYERS-NAPLES	62,000	60,700	98
COLUMBIA	D JACKSONVILLE	16,000	15,740	98
DADE	M A MIAMI-FT. LAUDERDALE	739,800	725,890	98
DE SOTO	D TAMPA-ST. PETE,SARASOTA	8,600	8,470	98
DIXIE	M D GAINESVILLE	3,900	3,700	95
DUVAL	M B JACKSONVILLE	276,900	272,800	99
ESCAMBIA	M B MOBILE-PENSACOLA	109,100	107,390	98
FLAGLER	D ORLANDO-DAYTONA BCH-MELBRN	11,000	10,730	98
FRANKLIN	D PANAMA CITY	3,100	2,980	96
GADSDEN	M C TALLAHASSEE-THOMASVILLE	15,300	14,950	98
GILCHRIST	M D GAINESVILLE	2,600	2,530	97
GLADES	D FT. MYERS-NAPLES	2,800	2,700	96
GULF	D PANAMA CITY	4,500	4,400	98
HAMILTON	D TALLAHASSEE-THOMASVILLE	3,200	3,100	97
HARDEE	D TAMPA-ST. PETE,SARASOTA	7,600	7,470	98
HENDRY	D FT. MYERS-NAPLES	9,000	8,780	98
HERNANDO	M C TAMPA-ST. PETE,SARASOTA	42,200	41,500	98
HIGHLANDS	C TAMPA-ST. PETE,SARASOTA	30,500	29,880	98
HILLSBOROUGH	M A TAMPA-ST. PETE,SARASOTA	343,200	338,050	98
HOLMES	D DOTHAN	6,500	6,350	98
INDIAN RIVER	C WEST PALM BEACH-FT. PIERCE	39,200	38,490	98
JACKSON	D DOTHAN	15,100	14,780	98
JEFFERSON	D TALLAHASSEE-THOMASVILLE	4,200	4,100	98
LAFAYETTE	D TALLAHASSEE-THOMASVILLE	1,600	1,530	96
LAKE	C ORLANDO-DAYTONA BCH-MELBRN	65,700	64,770	99
LEE	B FT. MYERS-NAPLES	143,100	141,570	99
LEON	M B TALLAHASSEE-THOMASVILLE	75,500	73,450	97
LEVY	M D GAINESVILLE	10,100	9,780	97
LIBERTY	D PANAMA CITY	1,700	1,640	96
MADISON	D TALLAHASSEE-THOMASVILLE	5,300	5,160	97
MANATEE	C TAMPA-ST. PETE,SARASOTA	85,700	84,580	99
MARION	C ORLANDO-DAYTONA BCH-MELBRN	80,900	79,520	98
MARTIN	M C WEST PALM BEACH-FT. PIERCE	43,000	42,110	98
MONROE	C MIAMI-FT. LAUDERDALE	36,600	35,240	96
NASSAU	M B JACKSONVILLE	17,200	16,850	98
OKALOOSA	C MOBILE-PENSACOLA	60,100	59,260	99
OKEECHOBEE	D WEST PALM BEACH-FT. PIERCE	11,800	11,500	97
ORANGE	M B ORLANDO-DAYTONA BCH-MELBRN	264,800	261,120	99
OSCEOLA	M B ORLANDO-DAYTONA BCH-MELBRN	41,000	40,530	99
PALM BEACH	M B WEST PALM BEACH-FT. PIERCE	386,400	380,030	98
PASCO	M A TAMPA-ST. PETE,SARASOTA	124,600	123,020	99
PINELLAS	M A TAMPA-ST. PETE,SARASOTA	399,700	394,540	99
POLK	B TAMPA-ST. PETE,SARASOTA	159,100	156,680	98
PUTNAM	C JACKSONVILLE	24,800	24,260	98
ST JOHNS	M B JACKSONVILLE	35,000	34,540	99
ST LUCIE	M C WEST PALM BEACH-FT. PIERCE	59,100	57,810	98

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
FLORIDA (CONT'D)				
SANTA ROSA	M B MOBILE-PENSACOLA	26,700	26,290	98
SARASOTA	B TAMPA-ST. PETE,SARASOTA	124,700	122,930	99
SEMINOLE	M B ORLANDO-DAYTONA BCH-MELBRN	108,900	107,570	99
SUMTER	D ORLANDO-DAYTONA BCH-MELBRN	12,400	12,240	99
SUWANNEE	D TALLAHASSEE-THOMASVILLE	10,200	9,790	96
TAYLOR	D TALLAHASSEE-THOMASVILLE	7,200	6,980	97
UNION	D JACKSONVILLE	2,300	2,130	93
VOLUSIA	M B ORLANDO-DAYTONA BCH-MELBRN	158,800	157,040	99
WAKULLA	M B TALLAHASSEE-THOMASVILLE	5,400	5,170	96
WALTON	D PANAMA CITY	12,000	11,620	97
WASHINGTON	D PANAMA CITY	6,500	6,350	98
	STATE TOTAL	5,369,900	5,285,410	
GEORGIA				
APPLING	D SAVANNAH	5,800	5,620	97
ATKINSON	D ALBANY, GA	2,000	1,930	97
BACON	D SAVANNAH	3,600	3,510	98
BAKER	D ALBANY, GA	1,200	1,160	97
BALDWIN	D MACON	12,300	12,100	98
BANKS	D ATLANTA	4,000	3,950	99
BARROW	M D ATLANTA	10,500	10,430	99
BARTOW	C ATLANTA	19,600	19,320	99
BEN HILL	D ALBANY, GA	6,800	6,540	96
BERRIEN	D ALBANY, GA	5,400	5,300	98
BIBB	M B MACON	59,200	58,340	99
BLECKLEY	D MACON	3,800	3,760	99
BRANTLEY	D JACKSONVILLE	4,100	3,940	96
BROOKS	D TALLAHASSEE-THOMASVILLE	5,300	5,240	99
BRYAN	B SAVANNAH	5,600	5,500	98
BULLOCH	D SAVANNAH	13,100	12,800	98
BURKE	D AUGUSTA	7,200	6,980	97
BUTTS	M A ATLANTA	5,100	5,020	98
CALHOUN	D ALBANY, GA	1,500	1,450	97
CAMDEN	D JACKSONVILLE	8,000	7,930	99
CANDLER	D SAVANNAH	2,800	2,750	98
CARROLL	C ATLANTA	25,900	25,560	99
CATOOSA	M B CHATTANOOGA	15,500	15,360	99
CHARLTON	D JACKSONVILLE	2,800	2,730	98
CHATHAM	M B SAVANNAH	84,900	83,600	98
CHATTAHOOCHEE	M B COLUMBUS, GA	3,700	3,690	100
CHATTOOGA	D ATLANTA	8,100	7,860	97
CHEROKEE	M A ATLANTA	31,700	31,330	99
CLARKE	C ATLANTA	32,200	31,250	97
CLAY	D COLUMBUS, GA	1,300	1,270	98
CLAYTON	M A ATLANTA	67,900	67,430	99
CLINCH	D JACKSONVILLE	2,200	2,150	98
COBB	M A ATLANTA	178,200	176,560	99
COFFEE	D ALBANY, GA	10,900	10,620	97
COLQUITT	M D ALBANY, GA	13,700	13,490	98
COLUMBIA	M B AUGUSTA	23,700	23,450	99
COOK	D ALBANY, GA	5,200	5,070	98
COWETA	M D ATLANTA	19,400	19,010	98
CRAWFORD	D MACON	2,500	2,430	97
CRISP	D ALBANY, GA	7,200	7,070	98
DADE	M B CHATTANOOGA	4,400	4,330	98
DAWSON	D ATLANTA	3,100	3,040	98
DECATUR	D TALLAHASSEE-THOMASVILLE	9,500	9,360	99
DE KALB	M A ATLANTA	218,000	215,650	99
DODGE	D MACON	6,200	6,040	97
DOOLY	D MACON	3,700	3,610	98
DOUGHERTY	M C ALBANY, GA	35,200	34,640	98
DOUGLAS	M A ATLANTA	26,200	25,990	99
EARLY	D DOTHAN	4,600	4,500	98
ECHOLS	D TALLAHASSEE-THOMASVILLE	800	780	98
EFFINGHAM	M B SAVANNAH	9,000	8,800	98
ELBERT	D GREENVILLE-SPART-ASHEVILLE	7,200	7,070	98
EMANUEL	D AUGUSTA	7,800	7,600	97
EVANS	D SAVANNAH	3,200	3,150	98
FANNIN	D CHATTANOOGA	6,500	6,320	97
FAYETTE	M A ATLANTA	20,300	19,970	98
FLOYD	C ATLANTA	31,000	30,640	99
FORSYTH	M A ATLANTA	16,600	16,320	98
FRANKLIN	D GREENVILLE-SPART-ASHEVILLE	6,500	6,410	99
FULTON	M A ATLANTA	269,000	264,240	98
GILMER	D ATLANTA	5,000	4,830	97
GLASCOCK	D AUGUSTA	800	770	96
GLYNN	C JACKSONVILLE	24,400	23,960	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
GEORGIA (CONT'D)				
GORDON	D ATLANTA	12,500	12,350	99
GRADY	D TALLAHASSEE-THOMASVILLE	7,700	7,570	98
GREENE	D ATLANTA	4,100	3,990	97
GWINNETT	M A ATLANTA	122,300	120,510	99
HABERSHAM	D ATLANTA	10,400	10,190	98
HALL	C ATLANTA	35,300	34,550	98
HANCOCK	D MACON	3,000	2,920	97
HARALSON	D ATLANTA	8,100	7,980	99
HARRIS	D COLUMBUS, GA	7,000	6,820	97
HART	D GREENVILLE-SPART-ASHEVILLE	7,200	7,170	100
HEARD	D ATLANTA	2,600	2,500	96
HENRY	M A ATLANTA	19,800	19,550	99
HOUSTON	M B MACON	33,600	33,220	99
IRWIN	D ALBANY, GA	3,300	3,230	98
JACKSON	C ATLANTA	11,100	10,880	98
JASPER	D ATLANTA	3,300	3,230	98
JEFF DAVIS	D SAVANNAH	4,600	4,500	98
JEFFERSON	D AUGUSTA	6,600	6,410	97
JENKINS	D AUGUSTA	2,900	2,840	98
JOHNSON	D AUGUSTA	3,300	3,160	96
JONES	M B MACON	7,200	7,090	98
LAMAR	D ATLANTA	4,900	4,810	98
LANIER	D ALBANY, GA	2,000	1,940	97
LAURENS	D MACON	14,200	13,820	97
LEE	M C ALBANY, GA	5,600	5,440	97
LIBERTY	D SAVANNAH	13,800	13,500	98
LINCOLN	D AUGUSTA	2,300	2,240	97
LONG	D SAVANNAH	1,900	1,860	98
LOWNDES	C TALLAHASSEE-THOMASVILLE	26,900	26,410	98
LUMPKIN	D ATLANTA	4,600	4,470	97
MC DUFFIE	M D AUGUSTA	7,700	7,540	98
MC INTOSH	D SAVANNAH	3,100	3,030	98
MACON	D COLUMBUS, GA	5,100	4,950	97
MADISON	C GREENVILLE-SPART-ASHEVILLE	7,900	7,720	98
MARION	D COLUMBUS, GA	1,800	1,740	97
MERIWETHER	D ATLANTA	7,400	7,250	98
MILLER	D TALLAHASSEE-THOMASVILLE	2,700	2,640	98
MITCHELL	D ALBANY, GA	7,000	6,860	98
MONROE	D MACON	5,800	5,680	98
MONTGOMERY	D SAVANNAH	2,300	2,240	97
MORGAN	L ATLANTA	4,500	4,380	97
MURRAY	D CHATTANOOGA	9,400	9,300	99
MUSCOGEE	M B COLUMBUS, GA	68,800	67,950	99
NEWTON	M A ATLANTA	15,900	15,600	98
OCONEE	C ATLANTA	6,100	6,000	98
OGLETHORPE	D ATLANTA	3,800	3,700	97
PAULDING	M A ATLANTA	14,000	13,600	97
PEACH	M D MACON	8,100	7,930	98
PICKENS	D ATLANTA	5,400	5,290	98
PIERCE	D SAVANNAH	4,800	4,720	98
PIKE	D ATLANTA	3,500	3,430	98
POLK	D ATLANTA	12,800	12,680	99
PULASKI	D MACON	3,000	2,930	98
PUTNAM	D ATLANTA	4,700	4,590	98
QUITMAN	D COLUMBUS, GA	800	780	98
RABUN	D ATLANTA	4,600	4,440	97
RANDOLPH	D COLUMBUS, GA	3,300	3,240	98
RICHMOND	M B AUGUSTA	69,300	68,070	98
ROCKDALE	M A ATLANTA	19,500	19,200	98
SCHLEY	D COLUMBUS, GA	1,100	1,080	98
SCREVEN	D AUGUSTA	5,800	5,680	98
SEMINOLE	D TALLAHASSEE-THOMASVILLE	3,300	3,220	98
SPALDING	M C ATLANTA	19,900	19,660	99
STEPHENS	D GREENVILLE-SPART-ASHEVILLE	8,800	8,730	99
STEWART	D COLUMBUS, GA	1,900	1,850	97
SUMTER	D COLUMBUS, GA	10,400	10,170	98
TALBOT	D COLUMBUS, GA	2,300	2,250	98
TALIAFERRO	D AUGUSTA	800	780	98
TATTNALL	D SAVANNAH	6,300	6,190	98
TAYLOR	D COLUMBUS, GA	2,800	2,720	97
TELFAIR	D MACON	4,000	3,880	97
TERRELL	D COLUMBUS, GA	4,100	4,010	98
THOMAS	M D TALLAHASSEE-THOMASVILLE	13,700	13,410	98
TIFT	M D ALBANY, GA	12,600	12,390	98
TOOMBS	D SAVANNAH	9,400	9,120	97
TOWNS	D ATLANTA	2,900	2,830	98
TREUTLEN	D SAVANNAH	2,100	2,020	96
TROUP	C ATLANTA	20,600	20,180	98
TURNER	D ALBANY, GA	3,200	3,160	99
TWIGGS	B MACON	3,600	3,520	98
UNION	D ATLANTA	4,600	4,410	96
UPSON	D ATLANTA	10,200	10,040	98
WALKER	M B CHATTANOOGA	21,400	21,100	99
WALTON	M A ATLANTA	13,000	12,820	99
WARE	D JACKSONVILLE	13,300	13,050	98
WARREN	D AUGUSTA	2,000	1,960	98
WASHINGTON	D MACON	6,700	6,560	98
WAYNE	D SAVANNAH	7,600	7,410	98
WEBSTER	D COLUMBUS, GA	800	780	98
WHEELER	D MACON	1,900	1,850	97
WHITE	D ATLANTA	4,900	4,790	98
WHITFIELD	C CHATTANOOGA	26,700	26,400	99
WILCOX	D MACON	2,600	2,560	98
WILKES	D AUGUSTA	4,000	3,890	97
WILKINSON	D MACON	3,900	3,810	98
WORTH	M D ALBANY, GA	6,700	6,560	98
	STATE TOTAL	2,418,000	2,378,990	
HAWAII				
HAWAII	C HONOLULU	40,900	39,300	96
HONOLULU	M B HONOLULU	279,200	272,220	98
KAUAI	D HONOLULU	16,600	15,760	95
MAUI	C HONOLULU	33,600	32,390	96
	STATE TOTAL	370,300	359,670	
IDAHO				
ADA	M B BOISE	80,700	79,510	99
ADAMS	D BOISE	1,200	1,090	91
BANNOCK	M C IDAHO FALLS-POCATELLO	24,200	23,660	98
BEAR LAKE	D SALT LAKE CITY	2,300	2,250	98
BENEWAH	D SPOKANE	3,300	3,160	96
BINGHAM	M D IDAHO FALLS-POCATELLO	11,800	11,560	98
BLAINE	D BOISE	6,000	5,780	96
BOISE	D BOISE	1,700	1,570	92
BONNER	D SPOKANE	9,800	9,330	95
BONNEVILLE	M C IDAHO FALLS-POCATELLO	24,900	24,390	98
BOUNDARY	D SPOKANE	2,700	2,610	97
BUTTE	D IDAHO FALLS-POCATELLO	1,000	990	99
CAMAS	D BOISE	300	300	100
CANYON	M C BOISE	32,200	31,450	98
CARIBOU	D SALT LAKE CITY	2,800	2,720	97
CASSIA	D IDAHO FALLS-POCATELLO	6,400	6,250	98
CLARK	D IDAHO FALLS-POCATELLO	300	290	97
CLEARWATER	D SPOKANE	3,300	3,130	95
CUSTER	D IDAHO FALLS-POCATELLO	1,900	1,690	89
ELMORE	D BOISE	7,300	7,180	98
FRANKLIN	D SALT LAKE CITY	2,800	2,750	98
FREMONT	D IDAHO FALLS-POCATELLO	3,600	3,490	97
GEM	D BOISE	4,200	4,080	97
GOODING	D TWIN FALLS	4,300	4,210	98
IDAHO	D SPOKANE	5,100	4,770	94
JEFFERSON	D IDAHO FALLS-POCATELLO	5,500	5,360	97
JEROME	D TWIN FALLS	5,200	5,100	98
KOOTENAI	M C SPOKANE	25,500	24,980	98
LATAH	D SPOKANE	11,200	10,550	94
LEMHI	D IDAHO FALLS-POCATELLO	2,700	2,570	95
LEWIS	D SPOKANE	1,400	1,350	96
LINCOLN	D TWIN FALLS	1,200	1,170	98
MADISON	D IDAHO FALLS-POCATELLO	5,900	5,670	96
MINIDOKA	D IDAHO FALLS-POCATELLO	6,900	6,750	98
NEZ PERCE	D SPOKANE	13,300	12,970	98
ONEIDA	D SALT LAKE CITY	1,100	1,080	98
OWYHEE	D BOISE	2,900	2,800	97
PAYETTE	D BOISE	6,200	6,040	97
POWER	D IDAHO FALLS-POCATELLO	2,700	2,570	95
SHOSHONE	D SPOKANE	5,600	5,410	97
TETON	D IDAHO FALLS-POCATELLO	900	880	98
TWIN FALLS	C TWIN FALLS	19,900	19,430	98
VALLEY	D BOISE	2,500	2,310	92
WASHINGTON	D BOISE	3,100	2,980	96
	STATE TOTAL	367,800	358,180	
ILLINOIS				
ADAMS	M C QUINCY-HANNIBAL-KEOKUK	26,900	26,550	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
ILLINOIS (CONT'D)					
ALEXANDER	D	PADUCAH-C.GIRARDEAU-HARRBG	4,700	4,600	98
BOND	D	ST. LOUIS	6,200	6,080	98
BOONE	M B	ROCKFORD	11,500	11,280	98
BROWN	D	QUINCY-HANNIBAL-KEOKUK	2,000	1,960	98
BUREAU	D	DAVENPORT-R.ISLAND-MOLINE	14,300	14,180	99
CALHOUN	D	ST. LOUIS	2,100	2,080	99
CARROLL	D	DAVENPORT-R.ISLAND-MOLINE	7,000	6,910	99
CASS	D	QUINCY-HANNIBAL-KEOKUK	5,400	5,290	98
CHAMPAIGN	M B	CHAMPAIGN&SPRNGFLD-DECATUR	64,200	62,580	97
CHRISTIAN	D	CHAMPAIGN&SPRNGFLD-DECATUR	14,500	14,350	99
CLARK	D	TERRE HAUTE	6,800	6,730	99
CLAY	D	TERRE HAUTE	6,100	5,880	96
CLINTON	M A	ST. LOUIS	12,200	12,100	99
COLES	C	CHAMPAIGN&SPRNGFLD-DECATUR	19,600	19,280	98
COOK	M A	CHICAGO	1,992,000	1,958,530	98
CRAWFORD	D	TERRE HAUTE	8,100	8,010	99
CUMBERLAND	D	TERRE HAUTE	4,400	4,300	98
DE KALB	C	CHICAGO	27,000	26,670	99
DE WITT	D	CHAMPAIGN&SPRNGFLD-DECATUR	7,200	7,120	99
DOUGLAS	D	CHAMPAIGN&SPRNGFLD-DECATUR	7,700	7,620	99
DU PAGE	M A	CHICAGO	289,200	286,770	99
EDGAR	D	TERRE HAUTE	8,300	8,170	98
EDWARDS	D	EVANSVILLE	3,600	3,590	100
EFFINGHAM	D	CHAMPAIGN&SPRNGFLD-DECATUR	12,600	12,470	99
FAYETTE	D	ST. LOUIS	8,200	7,890	96
FORD	D	CHAMPAIGN&SPRNGFLD-DECATUR	5,800	5,760	99
FRANKLIN	C	PADUCAH-C.GIRARDEAU-HARRBG	17,600	17,390	99
FULTON	C	PEORIA-BLOOMINGTON	15,400	15,250	99
GALLATIN	D	EVANSVILLE	2,800	2,770	99
GREENE	D	ST. LOUIS	6,300	6,190	98
GRUNDY	D	CHICAGO	13,100	12,890	98
HAMILTON	D	PADUCAH-C.GIRARDEAU-HARRBG	3,900	3,820	98
HANCOCK	M D	QUINCY-HANNIBAL-KEOKUK	9,200	9,080	99
HARDIN	D	PADUCAH-C.GIRARDEAU-HARRBG	2,200	2,180	99
HENDERSON	D	DAVENPORT-R.ISLAND-MOLINE	3,500	3,500	100
HENRY	M B	DAVENPORT-R.ISLAND-MOLINE	20,200	20,070	99
IROQUOIS	D	CHICAGO	12,400	12,220	99
JACKSON	C	PADUCAH-C.GIRARDEAU-HARRBG	23,900	23,350	98
JASPER	D	TERRE HAUTE	4,300	4,220	98
JEFFERSON	D	PADUCAH-C.GIRARDEAU-HARRBG	15,700	15,370	98
JERSEY	D	ST. LOUIS	7,500	7,370	98
JO DAVIESS	D	DAVENPORT-R.ISLAND-MOLINE	9,200	9,070	99
JOHNSON	D	PADUCAH-C.GIRARDEAU-HARRBG	3,300	3,240	98
KANE	M A	CHICAGO	117,600	115,990	99
KANKAKEE	C	CHICAGO	37,000	36,600	99
KENDALL	D	CHICAGO	14,900	14,820	99
KNOX	C	DAVENPORT-R.ISLAND-MOLINE	22,500	22,220	99
LAKE	M A	CHICAGO	175,400	173,680	99
LA SALLE	C	CHICAGO	42,200	41,720	99
LAWRENCE	D	TERRE HAUTE	6,400	6,320	99
LEE	D	ROCKFORD	13,100	12,860	98
LIVINGSTON	C	CHICAGO	15,000	14,630	98
LOGAN	D	CHAMPAIGN&SPRNGFLD-DECATUR	10,700	10,590	99
MCDONOUGH	D	QUINCY-HANNIBAL-KEOKUK	12,400	12,160	98
MCHENRY	M A	CHICAGO	63,400	62,600	99
MCLEAN	M C	PEORIA-BLOOMINGTON	47,400	46,680	98
MACON	M C	CHAMPAIGN&SPRNGFLD-DECATUR	48,300	47,660	99
MACOUPIN	C	ST. LOUIS	20,100	19,980	99
MADISON	M A	ST. LOUIS	97,600	96,440	99
MARION	C	ST. LOUIS	17,200	16,970	99
MARSHALL	D	PEORIA-BLOOMINGTON	5,100	5,030	99
MASON	D	PEORIA-BLOOMINGTON	6,700	6,630	99
MASSAC	D	PADUCAH-C.GIRARDEAU-HARRBG	6,300	6,200	98
MENARD	M B	CHAMPAIGN&SPRNGFLD-DECATUR	4,800	4,750	99
MERCER	D	DAVENPORT-R.ISLAND-MOLINE	7,000	6,900	99
MONROE	M A	ST. LOUIS	8,500	8,420	99
MONTGOMERY	D	ST. LOUIS	12,400	12,210	98
MORGAN	D	CHAMPAIGN&SPRNGFLD-DECATUR	14,500	14,330	99
MOULTRIE	D	CHAMPAIGN&SPRNGFLD-DECATUR	5,400	5,310	98
OGLE	C	ROCKFORD	17,700	17,470	99
PEORIA	M B	PEORIA-BLOOMINGTON	72,800	71,700	98
PERRY	D	PADUCAH-C.GIRARDEAU-HARRBG	8,900	8,760	98
PIATT	D	CHAMPAIGN&SPRNGFLD-DECATUR	6,500	6,440	99
PIKE	D	QUINCY-HANNIBAL-KEOKUK	7,400	7,280	98
POPE	D	PADUCAH-C.GIRARDEAU-HARRBG	1,900	1,860	98
PULASKI	D	PADUCAH-C.GIRARDEAU-HARRBG	3,500	3,420	98
PUTNAM	D	PEORIA-BLOOMINGTON	2,200	2,170	99
RANDOLPH	D	ST. LOUIS	12,800	12,550	98
RICHLAND	D	TERRE HAUTE	6,700	6,550	98
ROCK ISLAND	M B	DAVENPORT-R.ISLAND-MOLINE	60,900	60,190	99
ST CLAIR	M A	ST. LOUIS	98,100	96,570	98
SALINE	D	PADUCAH-C.GIRARDEAU-HARRBG	12,000	11,840	99
SANGAMON	M B	CHAMPAIGN&SPRNGFLD-DECATUR	77,000	75,780	98
SCHUYLER	D	QUINCY-HANNIBAL-KEOKUK	3,100	3,020	97
SCOTT	D	QUINCY-HANNIBAL-KEOKUK	2,400	2,380	99
SHELBY	D	CHAMPAIGN&SPRNGFLD-DECATUR	9,400	9,290	99
STARK	D	PEORIA-BLOOMINGTON	2,500	2,460	98
STEPHENSON	C	ROCKFORD	19,600	19,460	99
TAZEWELL	M B	PEORIA-BLOOMINGTON	47,700	47,060	99
UNION	D	PADUCAH-C.GIRARDEAU-HARRBG	7,800	7,680	98
VERMILION	M C	CHAMPAIGN&SPRNGFLD-DECATUR	35,400	34,810	98
WABASH	D	EVANSVILLE	5,500	5,410	98
WARREN	D	DAVENPORT-R.ISLAND-MOLINE	7,900	7,820	99
WASHINGTON	D	ST. LOUIS	6,200	6,080	98
WAYNE	D	EVANSVILLE	7,400	7,210	97
WHITE	D	EVANSVILLE	7,200	7,040	98
WHITESIDE	C	DAVENPORT-R.ISLAND-MOLINE	24,200	23,930	99
WILL	M A	CHICAGO	119,200	118,090	99
WILLIAMSON	C	PADUCAH-C.GIRARDEAU-HARRBG	25,100	24,800	99
WINNEBAGO	M B	ROCKFORD	98,200	96,840	99
WOODFORD	M B	PEORIA-BLOOMINGTON	12,000	11,720	98
		STATE TOTAL	4,409,200	4,344,110	
INDIANA					
ADAMS	M B	FT. WAYNE	10,800	10,570	98
ALLEN	M B	FT. WAYNE	113,700	112,340	99
BARTHOLOMEW	C	INDIANAPOLIS	25,200	24,780	98
BENTON	D	INDIANAPOLIS	3,600	3,570	99
BLACKFORD	D	INDIANAPOLIS	5,600	5,500	98
BOONE	M B	INDIANAPOLIS	14,800	14,630	99
BROWN	D	INDIANAPOLIS	5,500	5,390	98
CARROLL	D	INDIANAPOLIS	7,200	6,950	97
CASS	C	INDIANAPOLIS	15,100	14,940	99
CLARK	M B	LOUISVILLE	33,100	32,680	99
CLAY	M B	TERRE HAUTE	9,700	9,550	98
CLINTON	D	INDIANAPOLIS	12,000	11,740	98
CRAWFORD	D	LOUISVILLE	3,700	3,540	96
DAVIESS	D	TERRE HAUTE	10,700	10,410	97
DEARBORN	M A	CINCINNATI	14,200	14,040	99
DECATUR	D	INDIANAPOLIS	8,500	8,200	96
DE KALB	M B	FT. WAYNE	12,700	12,540	99
DELAWARE	C	INDIANAPOLIS	43,700	43,110	99
DUBOIS	D	EVANSVILLE	13,400	13,190	98
ELKHART	M C	SOUTH BEND-ELKHART	56,900	55,340	97
FAYETTE	D	CINCINNATI	9,800	9,650	98
FLOYD	M B	LOUISVILLE	23,900	23,520	98
FOUNTAIN	D	INDIANAPOLIS	6,800	6,710	99
FRANKLIN	D	CINCINNATI	6,700	6,530	97
FULTON	D	SOUTH BEND-ELKHART	7,500	7,430	99
GIBSON	M B	EVANSVILLE	13,100	12,870	98
GRANT	C	INDIANAPOLIS	27,600	26,940	98
GREENE	D	TERRE HAUTE	12,500	12,340	99
HAMILTON	M B	INDIANAPOLIS	38,700	38,340	99
HANCOCK	M B	INDIANAPOLIS	17,000	16,770	99
HARRISON	M D	LOUISVILLE	10,800	10,630	98
HENDRICKS	M B	INDIANAPOLIS	26,800	26,560	99
HENRY	C	INDIANAPOLIS	18,700	18,500	99
HOWARD	C	INDIANAPOLIS	31,800	31,460	99
HUNTINGTON	M D	FT. WAYNE	14,100	14,020	99
JACKSON	D	LOUISVILLE	14,000	13,620	97
JASPER	D	CHICAGO	9,200	8,890	97
JAY	D	FT. WAYNE	8,200	8,020	98
JEFFERSON	D	LOUISVILLE	10,600	10,460	99
JENNINGS	D	LOUISVILLE	8,200	8,130	99
JOHNSON	M B	INDIANAPOLIS	31,100	30,770	99
KNOX	C	TERRE HAUTE	15,800	15,600	99
KOSCIUSKO	C	SOUTH BEND-ELKHART	25,000	24,450	98
LAGRANGE	D	SOUTH BEND-ELKHART	9,800	9,250	94
LAKE	M A	CHICAGO	172,700	170,140	99
LA PORTE	C	CHICAGO	37,800	37,440	99
LAWRENCE	C	INDIANAPOLIS	16,900	16,560	98
MADISON	B	INDIANAPOLIS	49,300	48,600	99
MARION	M B	INDIANAPOLIS	316,500	312,320	99
MARSHALL	B	SOUTH BEND-ELKHART	15,900	15,530	98
MARTIN	D	TERRE HAUTE	3,900	3,810	98
MIAMI	D	INDIANAPOLIS	14,100	13,920	99
MONROE	C	INDIANAPOLIS	38,300	36,940	96

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
INDIANA (CONT'D)					
MONTGOMERY	D	INDIANAPOLIS	13,600	13,480	99
MORGAN	M B	INDIANAPOLIS	19,200	18,730	98
NEWTON	D	CHICAGO	5,300	5,240	99
NOBLE	D	FT. WAYNE	14,400	14,100	98
OHIO	D	CINCINNATI	2,000	1,970	99
ORANGE	D	LOUISVILLE	7,300	7,220	99
OWEN	D	INDIANAPOLIS	7,300	7,090	97
PARKE	D	TERRE HAUTE	5,800	5,680	98
PERRY	D	EVANSVILLE	6,400	6,340	99
PIKE	D	EVANSVILLE	5,200	5,080	98
PORTER	M A	CHICAGO	45,000	44,590	99
POSEY	M B	EVANSVILLE	9,400	9,280	99
PULASKI	D	SOUTH BEND-ELKHART	5,100	5,050	99
PUTNAM	D	INDIANAPOLIS	10,100	9,970	99
RANDOLPH	D	INDIANAPOLIS	10,600	10,450	99
RIPLEY	D	CINCINNATI	9,000	8,840	98
RUSH	D	INDIANAPOLIS	6,500	6,390	98
ST JOSEPH	M B	SOUTH BEND-ELKHART	92,400	91,520	99
SCOTT	D	LOUISVILLE	7,600	7,450	98
SHELBY	M B	INDIANAPOLIS	14,500	14,280	98
SPENCER	D	EVANSVILLE	7,000	6,880	98
STARKE	D	SOUTH BEND-ELKHART	8,200	8,050	98
STEUBEN	D	FT. WAYNE	11,000	10,880	99
SULLIVAN	M B	TERRE HAUTE	8,100	8,050	99
SWITZERLAND	D	CINCINNATI	2,900	2,870	99
TIPPECANOE	C	LAFAYETTE, IN	45,300	44,190	98
TIPTON	C	INDIANAPOLIS	6,300	6,250	99
UNION	D	CINCINNATI	2,400	2,370	99
VANDERBURGH	M B	EVANSVILLE	67,800	67,190	99
VERMILLION	M B	TERRE HAUTE	7,100	6,980	98
VIGO	M B	TERRE HAUTE	40,100	39,470	98
WABASH	D	FT. WAYNE	12,700	12,360	97
WARREN	D	INDIANAPOLIS	3,000	2,970	99
WARRICK	M B	EVANSVILLE	17,300	17,160	99
WASHINGTON	D	LOUISVILLE	8,700	8,590	99
WAYNE	C	DAYTON	27,200	26,740	98
WELLS	M B	FT. WAYNE	9,700	9,390	97
WHITE	D	INDIANAPOLIS	9,600	9,490	99
WHITLEY	M D	FT. WAYNE	10,100	9,990	99
		STATE TOTAL	2,084,400	2,052,350	
IOWA					
ADAIR	D	DES MOINES-AMES	3,500	3,480	99
ADAMS	D	DES MOINES-AMES	2,100	2,070	99
ALLAMAKEE	D	CEDAR RAPIDS-WATERLOO&DUBQ	5,400	5,310	98
APPANOOSE	D	DES MOINES-AMES	6,000	5,880	98
AUDUBON	D	DES MOINES-AMES	2,900	2,850	98
BENTON	M D	CEDAR RAPIDS-WATERLOO&DUBQ	8,900	8,790	99
BLACK HAWK	M C	CEDAR RAPIDS-WATERLOO&DUBQ	47,200	46,660	99
BOONE	D	DES MOINES-AMES	10,200	10,170	100
BREMER	D	CEDAR RAPIDS-WATERLOO&DUBQ	8,600	8,510	99
BUCHANAN	M D	CEDAR RAPIDS-WATERLOO&DUBQ	8,000	7,850	98
BUENA VISTA	D	SIOUX CITY	7,700	7,630	99
BUTLER	D	CEDAR RAPIDS-WATERLOO&DUBQ	6,200	6,110	99
CALHOUN	D	DES MOINES-AMES	4,700	4,690	100
CARROLL	D	DES MOINES-AMES	8,400	8,330	99
CASS	D	OMAHA	6,500	6,420	99
CEDAR	D	CEDAR RAPIDS-WATERLOO&DUBQ	7,300	7,260	99
CERRO GORDO	C	ROCHESTR-MASON CITY-AUSTIN	20,100	19,940	99
CHEROKEE	D	SIOUX CITY	5,900	5,870	99
CHICKASAW	D	CEDAR RAPIDS-WATERLOO&DUBQ	5,300	5,230	99
CLARKE	D	DES MOINES-AMES	3,500	3,450	99
CLAY	D	SIOUX CITY	7,400	7,350	99
CLAYTON	D	CEDAR RAPIDS-WATERLOO&DUBQ	8,100	7,970	98
CLINTON	C	DAVENPORT-R.ISLAND-MOLINE	20,400	20,200	99
CRAWFORD	D	OMAHA	6,800	6,750	99
DALLAS	M D	DES MOINES-AMES	12,300	12,200	99
DAVIS	D	OTTUMWA-KIRKSVILLE	3,300	3,250	98
DECATUR	D	DES MOINES-AMES	3,300	3,200	97
DELAWARE	D	CEDAR RAPIDS-WATERLOO&DUBQ	6,700	6,650	99
DES MOINES	C	DAVENPORT-R.ISLAND-MOLINE	18,200	17,930	99
DICKINSON	D	SIOUX CITY	6,300	6,270	100
DUBUQUE	M C	CEDAR RAPIDS-WATERLOO&DUBQ	31,700	31,350	99
EMMET	D	MANKATO	4,700	4,620	99
FAYETTE	D	CEDAR RAPIDS-WATERLOO&DUBQ	9,000	8,910	99
FLOYD	D	ROCHESTR-MASON CITY-AUSTIN	7,100	7,040	99
FRANKLIN	D	DES MOINES-AMES	4,900	4,850	99
IOWA (CONT'D)					
FREMONT	D	OMAHA	3,800	3,750	99
GREENE	D	DES MOINES-AMES	4,500	4,470	99
GRUNDY	D	CEDAR RAPIDS-WATERLOO&DUBQ	5,300	5,230	99
GUTHRIE	D	DES MOINES-AMES	4,700	4,620	98
HAMILTON	D	DES MOINES-AMES	6,700	6,640	99
HANCOCK	D	ROCHESTR-MASON CITY-AUSTIN	5,600	5,550	99
HARDIN	D	DES MOINES-AMES	8,000	7,910	99
HARRISON	D	OMAHA	6,000	5,930	99
HENRY	D	DAVENPORT-R.ISLAND-MOLINE	7,200	7,060	98
HOWARD	D	ROCHESTR-MASON CITY-AUSTIN	4,000	3,930	98
HUMBOLDT	D	DES MOINES-AMES	4,900	4,860	99
IDA	D	SIOUX CITY	3,500	3,480	99
IOWA	D	CEDAR RAPIDS-WATERLOO&DUBQ	6,000	5,920	99
JACKSON	D	DAVENPORT-R.ISLAND-MOLINE	8,200	8,120	99
JASPER	D	DES MOINES-AMES	14,600	14,450	99
JEFFERSON	D	OTTUMWA-KIRKSVILLE	6,700	6,400	96
JOHNSON	C	CEDAR RAPIDS-WATERLOO&DUBQ	34,800	33,880	97
JONES	D	CEDAR RAPIDS-WATERLOO&DUBQ	7,300	7,220	99
KEOKUK	D	CEDAR RAPIDS-WATERLOO&DUBQ	4,700	4,650	99
KOSSUTH	D	ROCHESTR-MASON CITY-AUSTIN	7,700	7,610	99
LEE	M C	QUINCY-HANNIBAL-KEOKUK	16,300	16,110	99
LINN	M B	CEDAR RAPIDS-WATERLOO&DUBQ	68,700	67,840	99
LOUISA	D	DAVENPORT-R.ISLAND-MOLINE	4,600	4,520	98
LUCAS	D	DES MOINES-AMES	4,100	4,030	98
LYON	D	SIOUX FALLS(MITCHELL)	4,400	4,100	93
MADISON	D	DES MOINES-AMES	4,700	4,640	99
MAHASKA	D	DES MOINES-AMES	9,300	9,100	98
MARION	D	DES MOINES-AMES	11,400	11,180	98
MARSHALL	C	DES MOINES-AMES	15,900	15,740	99
MILLS	D	OMAHA	4,800	4,760	99
MITCHELL	D	ROCHESTR-MASON CITY-AUSTIN	4,500	4,450	99
MONONA	D	SIOUX CITY	4,400	4,350	99
MONROE	D	DES MOINES-AMES	3,300	3,200	97
MONTGOMERY	D	OMAHA	5,300	5,240	99
MUSCATINE	C	DAVENPORT-R.ISLAND-MOLINE	15,900	15,740	99
OBRIEN	D	SIOUX CITY	6,200	6,150	99
OSCEOLA	D	SIOUX FALLS(MITCHELL)	3,100	3,030	98
PAGE	D	OMAHA	7,300	7,170	98
PALO ALTO	D	SIOUX CITY	4,400	4,360	99
PLYMOUTH	D	SIOUX CITY	9,300	9,210	99
POCAHONTAS	D	DES MOINES-AMES	4,100	4,070	99
POLK	M B	DES MOINES-AMES	137,500	135,810	99
POTTAWATTAMIE	M B	OMAHA	34,300	33,760	98
POWESHIEK	D	DES MOINES-AMES	7,300	7,180	98
RINGGOLD	D	DES MOINES-AMES	2,300	2,270	99
SAC	D	SIOUX CITY	5,300	5,250	99
SCOTT	M B	DAVENPORT-R.ISLAND-MOLINE	61,100	60,300	99
SHELBY	D	OMAHA	5,500	5,450	99
SIOUX	D	SIOUX CITY	10,800	10,380	96
STORY	M C	DES MOINES-AMES	25,900	25,470	98
TAMA	D	CEDAR RAPIDS-WATERLOO&DUBQ	6,800	6,740	99
TAYLOR	D	OMAHA	3,100	3,060	99
UNION	D	DES MOINES-AMES	5,400	5,320	99
VAN BUREN	D	OTTUMWA-KIRKSVILLE	3,100	3,080	99
WAPELLO	C	OTTUMWA-KIRKSVILLE	15,300	15,110	99
WARREN	M B	DES MOINES-AMES	13,800	13,730	99
WASHINGTON	D	CEDAR RAPIDS-WATERLOO&DUBQ	7,700	7,450	97
WAYNE	D	DES MOINES-AMES	3,000	2,950	98
WEBSTER	C	DES MOINES-AMES	16,900	16,640	98
WINNEBAGO	D	ROCHESTR-MASON CITY-AUSTIN	5,200	5,180	100
WINNESHIEK	D	CEDAR RAPIDS-WATERLOO&DUBQ	7,700	7,610	99
WOODBURY	M C	SIOUX CITY	38,900	38,530	99
WORTH	D	ROCHESTR-MASON CITY-AUSTIN	3,500	3,460	99
WRIGHT	D	DES MOINES-AMES	6,100	6,030	99
		STATE TOTAL	1,121,300	1,106,480	
KANSAS					
ALLEN	D	JOPLIN-PITTSBURG	6,000	5,910	99
ANDERSON	D	KANSAS CITY	3,200	3,110	97
ATCHISON	D	KANSAS CITY	6,400	6,310	99
BARBER	D	WICHITA-HUTCHINSON PLUS	2,700	2,660	99
BARTON	D	WICHITA-HUTCHINSON PLUS	11,800	11,710	99
BOURBON	D	JOPLIN-PITTSBURG	6,500	6,300	97
BROWN	D	KANSAS CITY	4,700	4,600	98
BUTLER	M B	WICHITA-HUTCHINSON PLUS	18,700	18,300	98
CHASE	D	WICHITA-HUTCHINSON PLUS	1,300	1,250	96
CHAUTAUQUA	D	TULSA	2,100	2,040	97

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
KANSAS (CONT'D)					
CHEROKEE	M	D JOPLIN-PITTSBURG	8,900	8,780	99
CHEYENNE		D WICHITA-HUTCHINSON PLUS	1,500	1,480	99
CLARK		D WICHITA-HUTCHINSON PLUS	1,000	980	98
CLAY		D TOPEKA	3,700	3,620	98
CLOUD		D LINCOLN & HSTNGS-KRNYPLUS	4,500	4,280	95
COFFEY		D TOPEKA	3,600	3,500	97
COMANCHE		D WICHITA-HUTCHINSON PLUS	1,000	970	97
COWLEY		D WICHITA-HUTCHINSON PLUS	14,400	14,100	98
CRAWFORD	M	D JOPLIN-PITTSBURG	15,200	14,950	98
DECATUR		D WICHITA-HUTCHINSON PLUS	1,700	1,680	99
DICKINSON		D WICHITA-HUTCHINSON PLUS	8,300	8,160	98
DONIPHAN	M	D ST. JOSEPH	3,400	3,390	100
DOUGLAS		C KANSAS CITY	28,100	27,520	98
EDWARDS		D WICHITA-HUTCHINSON PLUS	1,700	1,660	98
ELK		D WICHITA-HUTCHINSON PLUS	1,600	1,530	96
ELLIS		D WICHITA-HUTCHINSON PLUS	10,100	10,000	99
ELLSWORTH		D WICHITA-HUTCHINSON PLUS	2,900	2,870	99
FINNEY		D WICHITA-HUTCHINSON PLUS	11,100	10,920	98
FORD		D WICHITA-HUTCHINSON PLUS	9,900	9,730	98
FRANKLIN		D KANSAS CITY	8,600	8,490	99
GEARY		D TOPEKA	10,400	10,100	97
GOVE		D WICHITA-HUTCHINSON PLUS	1,400	1,310	94
GRAHAM		D WICHITA-HUTCHINSON PLUS	1,400	1,380	99
GRANT		D WICHITA-HUTCHINSON PLUS	2,700	2,600	96
GRAY		D WICHITA-HUTCHINSON PLUS	1,900	1,830	96
GREELEY		D WICHITA-HUTCHINSON PLUS	700	690	99
GREENWOOD		D WICHITA-HUTCHINSON PLUS	3,200	3,120	98
HAMILTON		D WICHITA-HUTCHINSON PLUS	1,100	1,080	98
HARPER		D WICHITA-HUTCHINSON PLUS	3,000	2,950	98
HARVEY	M	D WICHITA-HUTCHINSON PLUS	11,600	11,250	97
HASKELL		D WICHITA-HUTCHINSON PLUS	1,400	1,370	98
HODGEMAN		D WICHITA-HUTCHINSON PLUS	900	890	99
JACKSON	M	D TOPEKA	4,500	4,460	99
JEFFERSON		B TOPEKA	6,000	5,910	99
JEWELL		D LINCOLN & HSTNGS-KRNYPLUS	1,800	1,770	98
JOHNSON	M	A KANSAS CITY	136,700	135,570	99
KEARNY		D WICHITA-HUTCHINSON PLUS	1,200	1,180	98
KINGMAN		D WICHITA-HUTCHINSON PLUS	3,400	3,380	99
KIOWA		D WICHITA-HUTCHINSON PLUS	1,400	1,300	93
LABETTE		D JOPLIN-PITTSBURG	9,600	9,430	98
LANE		D WICHITA-HUTCHINSON PLUS	1,000	980	98
LEAVENWORTH	M	C KANSAS CITY	21,600	21,310	99
LINCOLN		D WICHITA-HUTCHINSON PLUS	1,600	1,570	98
LINN		D KANSAS CITY	3,400	3,350	99
LOGAN		D WICHITA-HUTCHINSON PLUS	1,400	1,350	96
LYON		D TOPEKA	13,500	13,100	97
MCPHERSON		D WICHITA-HUTCHINSON PLUS	10,500	9,950	95
MARION		D WICHITA-HUTCHINSON PLUS	5,100	4,800	94
MARSHALL		D TOPEKA	5,300	5,200	98
MEADE		D WICHITA-HUTCHINSON PLUS	1,800	1,790	99
MIAMI	M	D KANSAS CITY	9,000	8,870	99
MITCHELL		D WICHITA-HUTCHINSON PLUS	3,200	3,150	98
MONTGOMERY		C TULSA	16,300	15,820	97
MORRIS		D TOPEKA	2,600	2,570	99
MORTON		D AMARILLO	1,200	1,180	98
NEMAHA		D TOPEKA	4,200	4,130	98
NEOSHO		D JOPLIN-PITTSBURG	6,800	6,750	99
NESS		D WICHITA-HUTCHINSON PLUS	1,600	1,580	99
NORTON		D WICHITA-HUTCHINSON PLUS	2,600	2,590	100
OSAGE	M	B TOPEKA	6,000	5,890	98
OSBORNE		D WICHITA-HUTCHINSON PLUS	2,300	2,220	97
OTTAWA		D WICHITA-HUTCHINSON PLUS	2,300	2,280	99
PAWNEE		D WICHITA-HUTCHINSON PLUS	3,000	2,960	99
PHILLIPS		D LINCOLN & HSTNGS-KRNYPLUS	2,900	2,840	98
POTTAWATOMIE	M	D TOPEKA	5,900	5,840	99
PRATT		D WICHITA-HUTCHINSON PLUS	4,100	4,050	99
RAWLINS		D WICHITA-HUTCHINSON PLUS	1,400	1,380	99
RENO	M	C WICHITA-HUTCHINSON PLUS	25,400	24,900	98
REPUBLIC		D LINCOLN & HSTNGS-KRNYPLUS	2,800	2,760	99
RICE		D WICHITA-HUTCHINSON PLUS	4,500	4,470	99
RILEY		C TOPEKA	20,400	19,810	97
ROOKS		D WICHITA-HUTCHINSON PLUS	2,300	2,280	99
RUSH		D WICHITA-HUTCHINSON PLUS	1,500	1,460	97
RUSSELL		D WICHITA-HUTCHINSON PLUS	3,200	3,180	99
SALINE		C WICHITA-HUTCHINSON PLUS	20,400	20,080	98
SCOTT		D WICHITA-HUTCHINSON PLUS	2,100	2,050	98
SEDGWICK	M	B WICHITA-HUTCHINSON PLUS	159,000	156,600	98
SEWARD		D WICHITA-HUTCHINSON PLUS	6,800	6,650	98
SHAWNEE	M	B TOPEKA	66,500	65,580	99
SHERIDAN		D WICHITA-HUTCHINSON PLUS	1,300	1,250	96
SHERMAN		D WICHITA-HUTCHINSON PLUS	2,800	2,750	98
SMITH		D LINCOLN & HSTNGS-KRNYPLUS	2,300	2,280	99
STAFFORD		D WICHITA-HUTCHINSON PLUS	2,300	2,260	98
STANTON		D WICHITA-HUTCHINSON PLUS	800	790	99
STEVENS		D WICHITA-HUTCHINSON PLUS	1,700	1,660	98
SUMNER		D WICHITA-HUTCHINSON PLUS	10,200	10,050	99
THOMAS		D WICHITA-HUTCHINSON PLUS	3,000	2,960	99
TREGO		D WICHITA-HUTCHINSON PLUS	1,700	1,670	98
WABAUNSEE	M	D TOPEKA	2,500	2,430	97
WALLACE		D WICHITA-HUTCHINSON PLUS	700	690	99
WASHINGTON		D TOPEKA	3,000	2,950	98
WICHITA		D WICHITA-HUTCHINSON PLUS	1,000	950	95
WILSON		D JOPLIN-PITTSBURG	4,700	4,620	98
WOODSON		D JOPLIN-PITTSBURG	1,800	1,760	98
WYANDOTTE	M	A KANSAS CITY	65,300	64,090	98
		STATE TOTAL	969,500	952,850	
KENTUCKY					
ADAIR		D BOWLING GREEN	5,900	5,680	96
ALLEN		D NASHVILLE	5,900	5,800	98
ANDERSON		D LEXINGTON	5,400	5,350	99
BALLARD		D PADUCAH-C.GIRARDEAU-HARRBG	3,200	3,150	98
BARREN		D NASHVILLE	13,000	12,720	98
BATH		D LEXINGTON	3,600	3,530	98
BELL		D KNOXVILLE	11,800	11,450	97
BOONE	M	A CINCINNATI	19,600	19,410	99
BOURBON	M	B LEXINGTON	7,400	7,300	99
BOYD	M	B CHARLESTON-HUNTINGTON	20,200	19,880	98
BOYLE		D LEXINGTON	9,900	9,720	98
BRACKEN		D CINCINNATI	2,700	2,670	99
BREATHITT		D LEXINGTON	5,500	5,020	91
BRECKINRIDGE		D LOUISVILLE	6,400	6,270	98
BULLITT	M	B LOUISVILLE	15,800	15,440	98
BUTLER		D BOWLING GREEN	4,200	4,120	98
CALDWELL		D PADUCAH-C.GIRARDEAU-HARRBG	5,000	4,870	97
CALLOWAY		D PADUCAH-C.GIRARDEAU-HARRBG	11,800	11,660	99
CAMPBELL	M	A CINCINNATI	30,400	30,100	99
CARLISLE		D PADUCAH-C.GIRARDEAU-HARRBG	2,000	1,980	99
CARROLL		D LOUISVILLE	3,600	3,570	99
CARTER		D CHARLESTON-HUNTINGTON	9,000	8,850	98
CASEY		D LEXINGTON	5,900	5,610	95
CHRISTIAN		B NASHVILLE	20,100	19,810	99
CLARK	M	B LEXINGTON	11,300	11,190	99
CLAY		D LEXINGTON	7,900	7,470	95
CLINTON		D NASHVILLE	3,600	3,460	96
CRITTENDEN		D PADUCAH-C.GIRARDEAU-HARRBG	3,200	3,170	99
CUMBERLAND		D NASHVILLE	2,800	2,680	96
DAVIESS		C EVANSVILLE	33,700	33,410	99
EDMONSON		D BOWLING GREEN	3,400	3,250	96
ELLIOTT		D CHARLESTON-HUNTINGTON	2,500	2,460	98
ESTILL		D LEXINGTON	5,300	5,070	96
FAYETTE	M	B LEXINGTON	91,100	89,760	99
FLEMING		D LEXINGTON	4,800	4,700	98
FLOYD		C CHARLESTON-HUNTINGTON	17,800	17,370	98
FRANKLIN		C LEXINGTON	18,000	17,800	99
FULTON		D PADUCAH-C.GIRARDEAU-HARRBG	3,100	2,980	96
GALLATIN		D CINCINNATI	2,000	1,940	97
GARRARD		D LEXINGTON	4,400	4,290	98
GRANT		D CINCINNATI	5,300	5,200	98
GRAVES		D PADUCAH-C.GIRARDEAU-HARRBG	13,600	13,440	99
GRAYSON		D LOUISVILLE	8,500	8,270	97
GREEN		D LOUISVILLE	3,900	3,780	97
GREENUP		B CHARLESTON-HUNTINGTON	13,600	13,420	99
HANCOCK		D EVANSVILLE	2,900	2,840	98
HARDIN		C LOUISVILLE	28,200	27,830	99
HARLAN		C KNOXVILLE	14,200	13,820	97
HARRISON		D LEXINGTON	5,700	5,610	98
HART		D BOWLING GREEN	6,000	5,840	97
HENDERSON	M	B EVANSVILLE	16,600	16,470	99
HENRY		D LOUISVILLE	4,700	4,630	99
HICKMAN		D PADUCAH-C.GIRARDEAU-HARRBG	1,900	1,870	98
HOPKINS		C EVANSVILLE	18,100	17,700	98
JACKSON		D LEXINGTON	4,500	4,040	90
JEFFERSON	M	B LOUISVILLE	263,600	260,600	99
JESSAMINE	M	B LEXINGTON	11,300	11,040	98
JOHNSON		D CHARLESTON-HUNTINGTON	9,000	8,810	98
KENTON	M	A CINCINNATI	53,200	52,720	99
KNOTT		D LEXINGTON	6,200	5,950	96

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
KENTUCKY (CONT'D)					
KNOX	D	KNOXVILLE	11,100	10,880	98
LARUE	D	LOUISVILLE	4,400	4,260	97
LAUREL	D	LEXINGTON	16,000	15,650	98
LAWRENCE	D	CHARLESTON-HUNTINGTON	5,100	4,970	97
LEE	D	LEXINGTON	2,900	2,720	94
LESLIE	D	TRI-CITIES, TN-VA	4,900	4,690	96
LETCHER	D	TRI-CITIES, TN-VA	10,600	10,370	98
LEWIS	D	CINCINNATI	5,000	4,740	95
LINCOLN	D	LEXINGTON	7,200	6,990	97
LIVINGSTON	D	PADUCAH-C.GIRARDEAU-HARRBG	3,700	3,650	99
LOGAN	D	NASHVILLE	10,100	9,920	98
LYON	D	PADUCAH-C.GIRARDEAU-HARRBG	2,300	2,240	97
MCCRACKEN	C	PADUCAH-C.GIRARDEAU-HARRBG	24,600	24,280	99
MCCREARY	D	KNOXVILLE	5,800	5,490	95
MCLEAN	D	EVANSVILLE	3,500	3,450	99
MADISON	M C	LEXINGTON	19,900	19,540	98
MAGOFFIN	D	CHARLESTON-HUNTINGTON	5,000	4,880	98
MARION	D	LOUISVILLE	5,700	5,600	98
MARSHALL	D	PADUCAH-C.GIRARDEAU-HARRBG	10,800	10,700	99
MARTIN	D	CHARLESTON-HUNTINGTON	4,400	4,300	98
MASON	D	CINCINNATI	6,300	6,220	99
MEADE	D	LOUISVILLE	8,200	8,140	99
MENIFEE	D	LEXINGTON	1,600	1,560	98
MERCER	D	LEXINGTON	7,500	7,360	98
METCALFE	D	BOWLING GREEN	3,600	3,450	96
MONROE	D	NASHVILLE	4,700	4,620	98
MONTGOMERY	D	LEXINGTON	7,900	7,620	96
MORGAN	D	CHARLESTON-HUNTINGTON	4,100	3,790	92
MUHLENBERG	D	EVANSVILLE	11,400	11,180	98
NELSON	D	LOUISVILLE	10,600	10,410	98
NICHOLAS	D	LEXINGTON	2,700	2,640	98
OHIO	D	EVANSVILLE	8,000	7,810	98
OLDHAM	M B	LOUISVILLE	10,900	10,780	99
OWEN	D	CINCINNATI	3,400	3,300	97
OWSLEY	D	LEXINGTON	1,700	1,610	95
PENDLETON	D	CINCINNATI	4,200	4,160	99
PERRY	D	LEXINGTON	12,100	11,670	96
PIKE	C	CHARLESTON-HUNTINGTON	28,500	27,790	98
POWELL	D	LEXINGTON	4,200	4,010	95
PULASKI	C	LEXINGTON	19,100	18,580	97
ROBERTSON	L	CINCINNATI	800	770	96
ROCKCASTLE	D	LEXINGTON	5,400	5,130	95
ROWAN	D	LEXINGTON	6,500	6,120	94
RUSSELL	D	LEXINGTON	5,900	5,720	97
SCOTT	M B	LEXINGTON	8,600	8,470	98
SHELBY	M D	LOUISVILLE	9,100	8,980	99
SIMPSON	D	NASHVILLE	5,400	5,300	98
SPENCER	D	LOUISVILLE	2,200	2,170	99
TAYLOR	D	LOUISVILLE	8,800	8,570	97
TODD	D	NASHVILLE	4,300	4,110	96
TRIGG	D	NASHVILLE	3,600	3,530	98
TRIMBLE	D	LOUISVILLE	2,200	2,170	99
UNION	D	EVANSVILLE	5,800	5,770	99
WARREN	C	BOWLING GREEN	30,200	29,690	98
WASHINGTON	D	LOUISVILLE	3,400	3,310	97
WAYNE	D	LEXINGTON	6,800	6,450	95
WEBSTER	D	EVANSVILLE	5,500	5,400	98
WHITLEY	D	KNOXVILLE	13,700	13,330	97
WOLFE	D	LEXINGTON	2,500	2,390	96
WOODFORD	M B	LEXINGTON	7,400	7,320	99
		STATE TOTAL	1,396,000	1,369,560	
LOUISIANA					
ACADIA	C	LAFAYETTE, LA	20,000	19,620	98
ALLEN	D	LAFAYETTE, LA	7,200	7,010	97
ASCENSION	M B	BATON ROUGE	20,100	19,790	98
ASSUMPTION	D	BATON ROUGE	6,900	6,840	99
AVOYELLES	C	ALEXANDRIA, LA	14,700	14,410	98
BEAUREGARD	D	LAKE CHARLES	11,400	11,010	97
BIENVILLE	D	SHREVEPORT	6,200	6,070	98
BOSSIER	M B	SHREVEPORT	32,600	32,160	99
CADDO	M B	SHREVEPORT	103,100	101,510	98
CALCASIEU	M B	LAKE CHARLES	62,400	61,350	98
CALDWELL	D	MONROE-EL DORADO	4,800	4,670	97
CAMERON	D	LAKE CHARLES	3,400	3,330	98
CATAHOULA	D	MONROE-EL DORADO	4,400	4,260	97
CLAIBORNE	D	SHREVEPORT	6,200	6,070	98
CONCORDIA	D	MONROE-EL DORADO	8,000	7,770	97

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
LOUISIANA (CONT'D)					
DE SOTO	D	SHREVEPORT	10,300	10,030	97
E BATON ROUGE	M B	BATON ROUGE	139,900	138,180	99
EAST CARROLL	D	MONROE-EL DORADO	3,700	3,600	97
E FELICIANA	D	BATON ROUGE	6,000	5,850	98
EVANGELINE	D	LAFAYETTE, LA	12,300	12,080	98
FRANKLIN	D	MONROE-EL DORADO	8,400	8,170	97
GRANT	B	ALEXANDRIA, LA	6,900	6,760	98
IBERIA	C	LAFAYETTE, LA	22,100	21,720	98
IBERVILLE	D	BATON ROUGE	10,400	10,190	98
JACKSON	D	MONROE-EL DORADO	6,900	6,740	98
JEFFERSON	M B	NEW ORLEANS	176,200	174,390	99
JEFF DAVIS	D	LAFAYETTE, LA	11,100	10,920	98
LAFAYETTE	B	LAFAYETTE, LA	60,700	59,730	98
LAFOURCHE	C	NEW ORLEANS	28,800	28,510	99
LA SALLE	D	MONROE-EL DORADO	6,000	5,700	95
LINCOLN	M D	MONROE-EL DORADO	14,200	13,940	98
LIVINGSTON	M B	BATON ROUGE	25,300	24,890	98
MADISON	D	MONROE-EL DORADO	5,700	5,570	98
MOREHOUSE	M D	MONROE-EL DORADO	13,200	12,910	98
NATCHITOCHES	D	SHREVEPORT	14,200	13,760	97
ORLEANS	M B	NEW ORLEANS	209,600	205,720	98
OUACHITA	M C	MONROE-EL DORADO	52,300	51,480	98
PLAQUEMINES	D	NEW ORLEANS	8,300	8,180	99
POINTE COUPEE	D	BATON ROUGE	8,200	8,010	98
RAPIDES	M B	ALEXANDRIA, LA	49,200	48,150	98
RED RIVER	D	SHREVEPORT	3,800	3,650	96
RICHLAND	D	MONROE-EL DORADO	8,000	7,880	99
SABINE	D	SHREVEPORT	10,600	10,260	97
ST BERNARD	M B	NEW ORLEANS	24,300	24,110	99
ST CHARLES	D	NEW ORLEANS	15,500	15,280	99
ST HELENA	D	BATON ROUGE	3,100	3,040	98
ST JAMES	D	NEW ORLEANS	6,900	6,790	98
ST JOHN BAPT	D	NEW ORLEANS	13,500	13,360	99
ST LANDRY	C	LAFAYETTE, LA	30,000	29,420	98
ST MARTIN	C	LAFAYETTE, LA	15,000	14,830	99
ST MARY	C	BATON ROUGE	19,900	19,600	98
ST TAMMANY	M B	NEW ORLEANS	55,200	54,410	99
TANGIPAHOA	C	NEW ORLEANS	31,800	31,130	98
TENSAS	D	MONROE-EL DORADO	2,900	2,850	98
TERREBONNE	C	NEW ORLEANS	32,900	32,520	99
UNION	M D	MONROE-EL DORADO	8,100	8,030	99
VERMILION	C	LAFAYETTE, LA	18,800	18,630	99
VERNON	C	ALEXANDRIA, LA	18,500	17,910	97
WASHINGTON	C	NEW ORLEANS	17,100	16,690	98
WEBSTER	M B	SHREVEPORT	17,400	17,160	99
W BATON ROUGE	M B	BATON ROUGE	6,700	6,580	98
WEST CARROLL	D	MONROE-EL DORADO	4,700	4,590	98
W FELICIANA	D	BATON ROUGE	2,600	2,520	97
WINN	D	MONROE-EL DORADO	6,200	6,070	98
		STATE TOTAL	1,594,800	1,568,360	
MAINE					
ANDROSCOGGIN	M C	PORTLAND-AUBURN	39,900	39,380	99
AROOSTOOK	M C	PRESQUE ISLE	29,700	29,240	98
CUMBERLAND	M B	PORTLAND-AUBURN	95,000	93,490	98
FRANKLIN	D	PORTLAND-AUBURN	11,500	11,300	98
HANCOCK	M C	BANGOR	19,000	18,720	99
KENNEBEC	C	PORTLAND-AUBURN	45,400	44,770	99
KNOX	D	PORTLAND-AUBURN	14,600	14,170	97
LINCOLN	D	PORTLAND-AUBURN	12,000	11,840	99
OXFORD	C	PORTLAND-AUBURN	20,300	19,940	98
PENOBSCOT	M C	BANGOR	51,100	50,390	99
PISCATAQUIS	D	BANGOR	6,800	6,700	99
SAGADAHOC	D	PORTLAND-AUBURN	13,200	13,000	98
SOMERSET	C	BANGOR	17,600	17,360	99
WALDO	D	BANGOR	12,300	12,130	99
WASHINGTON	D	BANGOR	13,700	13,420	98
YORK	C	PORTLAND-AUBURN	66,600	66,080	99
		STATE TOTAL	468,700	461,930	
MARYLAND					
ALLEGANY	C	WASHINGTON, DC	28,700	28,040	98
ANNE ARUNDEL	M A	BALTIMORE	150,100	148,660	99
BALTIMORE	M A	BALTIMORE	272,400	269,240	99
CALVERT	M D	WASHINGTON, DC	18,300	17,930	98
CAROLINE	D	BALTIMORE	9,600	9,480	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MARYLAND (CONT'D)				
CARROLL	M A BALTIMORE	43,200	42,680	99
CECIL	A BALTIMORE	26,000	25,650	99
CHARLES	M A WASHINGTON, DC	32,500	32,080	99
DORCHESTER	D BALTIMORE	11,700	11,560	99
FREDERICK	M C WASHINGTON, DC	52,200	51,530	99
GARRETT	D PITTSBURGH	9,900	9,320	94
HARFORD	M A BALTIMORE	58,900	58,340	99
HOWARD	M A BALTIMORE	65,700	65,330	99
KENT	D BALTIMORE	6,600	6,520	99
MONTGOMERY	M A WASHINGTON, DC	279,200	275,820	99
PRINCE GEORGE	M A WASHINGTON, DC	257,900	255,320	99
QUEEN ANNES	M D BALTIMORE	12,100	11,940	99
ST MARYS	C WASHINGTON, DC	25,500	25,040	98
SOMERSET	D SALISBURY	7,000	6,880	98
TALBOT	D BALTIMORE	11,900	11,760	99
WASHINGTON	C WASHINGTON, DC	43,600	42,720	98
WICOMICO	C SALISBURY	28,200	27,850	99
WORCESTER	D SALISBURY	15,700	15,360	98
BALTIMRE CITY	M A BALTIMORE	281,500	277,360	99
	STATE TOTAL	1,748,400	1,726,410	
MASSACHUSETTS				
BARNSTABLE	C BOSTON	77,000	75,890	99
BERKSHIRE	C ALBANY-SCHENECTADY-TROY	55,300	54,100	98
BRISTOL	M B PROVIDENCE-NEW BEDFORD	186,100	184,480	99
DUKES	D PROVIDENCE-NEW BEDFORD	5,800	5,600	97
ESSEX	M A BOSTON	253,500	250,360	99
FRANKLIN	C BOSTON	28,000	27,190	97
HAMPDEN	M B SPRINGFIELD-HOLYOKE	172,600	170,580	99
HAMPSHIRE	M B SPRINGFIELD-HOLYOKE	49,600	48,410	98
MIDDLESEX	M A BOSTON	512,100	506,570	99
NANTUCKET	D BOSTON	2,900	2,840	98
NORFOLK	M A BOSTON	226,900	225,270	99
PLYMOUTH	B BOSTON	154,800	153,550	99
SUFFOLK	M A BOSTON	274,200	266,770	97
WORCESTER	B BOSTON	257,100	254,320	99
	STATE TOTAL	2,255,900	2,225,930	
MICHIGAN				
ALCONA	D ALPENA	4,500	4,420	98
ALGER	D MARQUETTE	3,100	3,040	98
ALLEGAN	M C GRAND RAPIDS-KALMZOO-B.CRK	32,600	32,150	99
ALPENA	D ALPENA	11,700	11,500	98
ANTRIM	M D TRAVERSE CITY-CADILLAC	6,900	6,700	97
ARENAC	D FLINT-SAGINAW-BAY CITY	6,000	5,930	99
BARAGA	D MARQUETTE	3,100	3,040	98
BARRY	M B GRAND RAPIDS-KALMZOO-B.CRK	18,000	17,830	99
BAY	M C FLINT-SAGINAW-BAY CITY	42,000	41,710	99
BENZIE	M D TRAVERSE CITY-CADILLAC	4,800	4,650	97
BERRIEN	B SOUTH BEND-ELKHART	63,800	62,790	98
BRANCH	C GRAND RAPIDS-KALMZOO-B.CRK	15,400	15,060	98
CALHOUN	M B GRAND RAPIDS-KALMZOO-B.CRK	53,900	53,460	99
CASS	C SOUTH BEND-ELKHART	18,900	18,720	99
CHARLEVOIX	M D TRAVERSE CITY-CADILLAC	8,700	8,600	99
CHEBOYGAN	M D TRAVERSE CITY-CADILLAC	8,600	8,400	98
CHIPPEWA	D TRAVERSE CITY-CADILLAC	10,500	10,370	99
CLARE	D FLINT-SAGINAW-BAY CITY	10,900	10,810	99
CLINTON	M B LANSING	19,800	19,520	99
CRAWFORD	D TRAVERSE CITY-CADILLAC	4,000	3,950	99
DELTA	D GREEN BAY-APPLETON	13,900	13,780	99
DICKINSON	D GREEN BAY-APPLETON	10,700	10,580	99
EATON	M B LANSING	36,100	35,700	99
EMMET	M D TRAVERSE CITY-CADILLAC	9,900	9,630	97
GENESEE	M B FLINT-SAGINAW-BAY CITY	160,100	158,320	99
GLADWIN	D FLINT-SAGINAW-BAY CITY	9,300	9,210	99
GOGEBIC	D DULUTH-SUPERIOR	7,400	7,240	98
GR TRAVERSE	M C TRAVERSE CITY-CADILLAC	24,700	24,420	99
GRATIOT	C FLINT-SAGINAW-BAY CITY	14,100	13,860	98
HILLSDALE	C LANSING	15,800	15,510	98
HOUGHTON	D MARQUETTE	13,300	12,500	94
HURON	D FLINT-SAGINAW-BAY CITY	13,600	13,400	99
INGHAM	M B LANSING	102,500	100,880	98
IONIA	B GRAND RAPIDS-KALMZOO-B.CRK	18,100	17,940	99
IOSCO	D FLINT-SAGINAW-BAY CITY	12,000	11,890	99
IRON	D MARQUETTE	5,600	5,470	98
ISABELLA	C FLINT-SAGINAW-BAY CITY	18,000	17,670	98

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MICHIGAN (CONT'D)				
JACKSON	M B LANSING	52,300	51,720	99
KALAMAZOO	M B GRAND RAPIDS-KALMZOO-B.CRK	83,800	82,970	99
KALKASKA	M D TRAVERSE CITY-CADILLAC	5,100	5,010	98
KENT	M B GRAND RAPIDS-KALMZOO-B.CRK	185,300	182,370	98
KEWEENAW	D MARQUETTE	700	680	97
LAKE	D TRAVERSE CITY-CADILLAC	4,000	3,930	98
LAPEER	M A DETROIT	24,800	24,510	99
LEELANAU	M D TRAVERSE CITY-CADILLAC	6,400	6,320	99
LENAWEE	C TOLEDO	32,700	32,330	99
LIVINGSTON	M A DETROIT	39,600	39,090	99
LUCE	D TRAVERSE CITY-CADILLAC	2,200	2,170	99
MACKINAC	D TRAVERSE CITY-CADILLAC	4,100	3,970	97
MACOMB	M A DETROIT	259,900	258,210	99
MANISTEE	M D TRAVERSE CITY-CADILLAC	9,400	9,280	99
MARQUETTE	C MARQUETTE	25,400	25,010	98
MASON	D TRAVERSE CITY-CADILLAC	10,600	10,470	99
MECOSTA	D GRAND RAPIDS-KALMZOO-B.CRK	12,700	12,440	98
MENOMINEE	D GREEN BAY-APPLETON	9,700	9,620	99
MIDLAND	M C FLINT-SAGINAW-BAY CITY	28,000	27,840	99
MISSAUKEE	D TRAVERSE CITY-CADILLAC	4,100	4,080	100
MONROE	B DETROIT	47,400	47,020	99
MONTCALM	C GRAND RAPIDS-KALMZOO-B.CRK	19,700	19,170	97
MONTMORENCY	D TRAVERSE CITY-CADILLAC	3,400	3,350	99
MUSKEGON	B GRAND RAPIDS-KALMZOO-B.CRK	58,300	57,670	99
NEWAYGO	D GRAND RAPIDS-KALMZOO-B.CRK	15,400	15,180	99
OAKLAND	M A DETROIT	407,000	403,700	99
OCEANA	B GRAND RAPIDS-KALMZOO-B.CRK	8,800	8,620	98
OGEMAW	D FLINT-SAGINAW-BAY CITY	7,500	7,470	100
ONTONAGON	D MARQUETTE	3,500	3,400	97
OSCEOLA	D TRAVERSE CITY-CADILLAC	7,900	7,780	98
OSCODA	D TRAVERSE CITY-CADILLAC	3,200	3,120	98
OTSEGO	M D TRAVERSE CITY-CADILLAC	6,300	6,230	99
OTTAWA	M B GRAND RAPIDS-KALMZOO-B.CRK	63,500	62,580	99
PRESQUE ISLE	D TRAVERSE CITY-CADILLAC	5,500	5,410	98
ROSCOMMON	D TRAVERSE CITY-CADILLAC	9,100	8,990	99
SAGINAW	M B FLINT-SAGINAW-BAY CITY	77,300	76,690	99
ST CLAIR	M A DETROIT	53,500	52,830	99
ST JOSEPH	C GRAND RAPIDS-KALMZOO-B.CRK	23,100	22,590	98
SANILAC	C FLINT-SAGINAW-BAY CITY	15,700	15,370	98
SCHOOLCRAFT	D GREEN BAY-APPLETON	2,900	2,790	96
SHIAWASSEE	B FLINT-SAGINAW-BAY CITY	24,900	24,690	99
TUSCOLA	C FLINT-SAGINAW-BAY CITY	19,400	19,270	99
VAN BUREN	M B GRAND RAPIDS-KALMZOO-B.CRK	26,800	26,410	99
WASHTENAW	A DETROIT	103,600	101,100	98
WAYNE	M A DETROIT	805,600	796,010	99
WEXFORD	M D TRAVERSE CITY-CADILLAC	10,900	10,820	99
	STATE TOTAL	3,463,300	3,420,930	
MINNESOTA				
AITKIN	D DULUTH-SUPERIOR	5,500	5,330	97
ANOKA	M A MINNEAPOLIS-ST. PAUL	82,400	81,710	99
BECKER	D FARGO-VALLEY CITY	11,500	11,190	97
BELTRAMI	D MINNEAPOLIS-ST. PAUL	12,200	11,810	97
BENTON	B MINNEAPOLIS-ST. PAUL	10,300	10,180	99
BIG STONE	D MINNEAPOLIS-ST. PAUL	2,800	2,740	98
BL ERTH-NCL-S	M C MANKATO	23,600	23,160	98
BROWN	M D MANKATO	10,200	10,060	99
CARLTON	M D DULUTH-SUPERIOR	10,800	10,710	99
CARVER	M A MINNEAPOLIS-ST. PAUL	16,500	16,440	100
CASS	D MINNEAPOLIS-ST. PAUL	8,300	8,180	99
CHIPPEWA	D MINNEAPOLIS-ST. PAUL	5,400	5,340	99
CHISAGO	M A MINNEAPOLIS-ST. PAUL	10,300	10,230	99
CLAY	C FARGO-VALLEY CITY	17,200	17,040	99
CLEARWATER	D FARGO-VALLEY CITY	3,100	3,020	97
COOK	D DULUTH-SUPERIOR	1,800	1,710	95
COTTONWOOD	D MINNEAPOLIS-ST. PAUL	5,200	5,110	98
CROW WING	C MINNEAPOLIS-ST. PAUL	18,600	18,220	98
DAKOTA	M A MINNEAPOLIS-ST. PAUL	94,000	93,510	99
DODGE	D ROCHESTR-MASON CITY-AUSTIN	5,500	5,420	99
DOUGLAS	D MINNEAPOLIS-ST. PAUL	11,700	11,550	99
FARIBAULT	D ROCHESTR-MASON CITY-AUSTIN	7,100	7,020	99
FILLMORE	D ROCHESTR-MASON CITY-AUSTIN	7,700	7,610	99
FREEBORN	D ROCHESTR-MASON CITY-AUSTIN	13,400	13,310	99
GOODHUE	D MINNEAPOLIS-ST. PAUL	15,100	14,870	98
GRANT	D MINNEAPOLIS-ST. PAUL	2,500	2,490	100
HENNEPIN	M A MINNEAPOLIS-ST. PAUL	420,100	413,800	99
HOUSTON	D LA CROSSE-EAU CLAIRE	6,600	6,500	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MINNESOTA (CONT'D)				
HUBBARD	D MINNEAPOLIS-ST. PAUL	6,000	5,900	98
ISANTI	M D MINNEAPOLIS-ST. PAUL	9,500	9,360	99
ITASCA	C DULUTH-SUPERIOR	16,400	16,140	98
JACKSON	D MINNEAPOLIS-ST. PAUL	4,600	4,540	99
KANABEC	D MINNEAPOLIS-ST. PAUL	4,900	4,780	98
KANDIYOHI	D MINNEAPOLIS-ST. PAUL	14,700	14,390	98
KITTSON	D FARGO-VALLEY CITY	2,400	2,320	97
KOOCHICHING	D DULUTH-SUPERIOR	5,700	5,500	96
LAC QUI PARLE	D MINNEAPOLIS-ST. PAUL	3,700	3,660	99
LAKE	D DULUTH-SUPERIOR	4,100	4,050	99
LAKE OF WOODS	D FARGO-VALLEY CITY	1,500	1,430	95
LE SUEUR	D MINNEAPOLIS-ST. PAUL	8,700	8,510	98
LINCOLN	D SIOUX FALLS(MITCHELL)	2,700	2,670	99
LYON	D MINNEAPOLIS-ST. PAUL	9,100	8,970	99
MCLEOD	D MINNEAPOLIS-ST. PAUL	11,900	11,770	99
MAHNOMEN	D FARGO-VALLEY CITY	1,700	1,670	98
MARSHALL	D FARGO-VALLEY CITY	4,500	4,430	98
MARTIN	M D MANKATO	9,300	9,150	98
MEEKER	D MINNEAPOLIS-ST. PAUL	8,100	7,960	98
MILLE LACS	D MINNEAPOLIS-ST. PAUL	7,100	6,990	98
MORRISON	D MINNEAPOLIS-ST. PAUL	10,700	10,560	99
MOWER	C ROCHESTR-MASON CITY-AUSTIN	14,800	14,690	99
MURRAY	D SIOUX FALLS(MITCHELL)	3,900	3,860	99
NICOLLET-N	D MINNEAPOLIS-ST. PAUL	5,100	5,020	98
NOBLES	D SIOUX FALLS(MITCHELL)	7,600	7,490	99
NORMAN	D FARGO-VALLEY CITY	3,100	3,060	99
OLMSTED	C ROCHESTR-MASON CITY-AUSTIN	39,100	38,360	98
OTTER TAIL	C FARGO-VALLEY CITY	20,100	19,780	98
PENNINGTON	D FARGO-VALLEY CITY	5,600	5,420	97
PINE	D MINNEAPOLIS-ST. PAUL	7,700	7,480	97
PIPESTONE	D SIOUX FALLS(MITCHELL)	4,300	4,220	98
POLK	C FARGO-VALLEY CITY	12,500	12,350	99
POPE	D MINNEAPOLIS-ST. PAUL	4,700	4,660	99
RAMSEY	M A MINNEAPOLIS-ST. PAUL	191,700	188,820	98
RED LAKE	D FARGO-VALLEY CITY	1,800	1,780	99
REDWOOD	D MINNEAPOLIS-ST. PAUL	6,500	6,400	98
RENVILLE	D MINNEAPOLIS-ST. PAUL	7,100	6,970	98
RICE	C MINNEAPOLIS-ST. PAUL	16,800	16,550	99
ROCK	D SIOUX FALLS(MITCHELL)	3,800	3,750	99
ROSEAU	D FARGO-VALLEY CITY	5,200	5,000	96
ST LOUIS	M B DULUTH-SUPERIOR	77,600	76,440	99
SCOTT	M A MINNEAPOLIS-ST. PAUL	18,400	18,220	99
SHERBURNE	B MINNEAPOLIS-ST. PAUL	12,300	12,040	98
SIBLEY	D MINNEAPOLIS-ST. PAUL	5,400	5,300	98
STEARNS	B MINNEAPOLIS-ST. PAUL	37,700	37,240	99
STEELE	D MINNEAPOLIS-ST. PAUL	11,300	11,160	99
STEVENS	D MINNEAPOLIS-ST. PAUL	3,600	3,500	97
SWIFT	D MINNEAPOLIS-ST. PAUL	4,500	4,430	98
TODD	D MINNEAPOLIS-ST. PAUL	9,600	9,480	99
TRAVERSE	D MINNEAPOLIS-ST. PAUL	1,600	1,580	99
WABASHA	D MINNEAPOLIS-ST. PAUL	7,700	7,570	98
WADENA	D MINNEAPOLIS-ST. PAUL	5,000	4,900	98
WASECA	D MINNEAPOLIS-ST. PAUL	6,800	6,670	98
WASHINGTON	M A MINNEAPOLIS-ST. PAUL	48,200	47,850	99
WATONWAN	M D MANKATO	4,700	4,640	99
WILKIN	D FARGO-VALLEY CITY	2,800	2,790	100
WINONA	C LA CROSSE-EAU CLAIRE	16,300	16,010	98
WRIGHT	M A MINNEAPOLIS-ST. PAUL	23,100	22,770	99
YELLOW MED	D MINNEAPOLIS-ST. PAUL	4,500	4,380	97
	STATE TOTAL	1,649,200	1,625,640	
MISSISSIPPI				
ADAMS	D JACKSON, MS	13,800	13,440	97
ALCORN	D MEMPHIS	13,300	12,930	97
AMITE	D BATON ROUGE	4,700	4,570	97
ATTALA	D JACKSON, MS	7,200	7,040	98
BENTON	D MEMPHIS	2,700	2,640	98
BOLIVAR	C GREENWOOD-GREENVILLE	14,400	13,930	97
CALHOUN	D COLUMBUS-TUPELO-WEST POINT	5,700	5,550	97
CARROLL	D GREENWOOD-GREENVILLE	3,400	3,310	97
CHICKASAW	D COLUMBUS-TUPELO-WEST POINT	6,500	6,280	97
CHOCTAW	D COLUMBUS-TUPELO-WEST POINT	3,200	3,080	96
CLAIBORNE	D JACKSON, MS	3,600	3,460	96
CLARKE	M D MERIDIAN	6,500	6,360	98
CLAY	D COLUMBUS-TUPELO-WEST POINT	7,600	7,420	98
COAHOMA	D MEMPHIS	12,300	11,890	97
COPIAH	D JACKSON, MS	9,800	9,530	97

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MISSISSIPPI (CONT'D)				
COVINGTON	D HATTIESBURG-LAUREL	6,200	6,050	98
DE SOTO	M B MEMPHIS	24,400	23,980	98
FORREST	C HATTIESBURG-LAUREL	26,300	25,840	98
FRANKLIN	D JACKSON, MS	3,200	2,980	93
GEORGE	D MOBILE-PENSACOLA	5,800	5,680	98
GREENE	D MOBILE-PENSACOLA	3,300	3,080	93
GRENADA	D GREENWOOD-GREENVILLE	7,100	6,940	98
HANCOCK	B NEW ORLEANS	12,700	12,470	98
HARRISON	B BILOXI-GULFPORT	63,000	62,090	99
HINDS	M B JACKSON, MS	95,200	93,850	99
HOLMES	D JACKSON, MS	7,500	7,230	96
HUMPHREYS	D JACKSON, MS	4,500	4,400	98
ISSAQUENA	D JACKSON, MS	800	780	98
ITAWAMBA	D COLUMBUS-TUPELO-WEST POINT	8,000	7,850	98
JACKSON	C BILOXI-GULFPORT	46,000	45,370	99
JASPER	D HATTIESBURG-LAUREL	6,000	5,840	97
JEFFERSON	D JACKSON, MS	3,000	2,910	97
JEFF DAVIS	D JACKSON, MS	4,700	4,630	99
JONES	C HATTIESBURG-LAUREL	23,600	23,220	98
KEMPER	M D MERIDIAN	3,500	3,360	96
LAFAYETTE	D MEMPHIS	11,500	11,230	98
LAMAR	D HATTIESBURG-LAUREL	10,100	9,890	98
LAUDERDALE	M C MERIDIAN	29,100	28,560	98
LAWRENCE	D JACKSON, MS	4,700	4,580	97
LEAKE	D JACKSON, MS	6,900	6,740	98
LEE	C COLUMBUS-TUPELO-WEST POINT	25,600	25,230	99
LEFLORE	C GREENWOOD-GREENVILLE	14,000	13,620	97
LINCOLN	D JACKSON, MS	11,700	11,310	97
LOWNDES	C COLUMBUS-TUPELO-WEST POINT	22,000	21,670	99
MADISON	M C JACKSON, MS	19,700	19,280	98
MARION	D HATTIESBURG-LAUREL	9,300	8,970	96
MARSHALL	D MEMPHIS	11,100	10,750	97
MONROE	D COLUMBUS-TUPELO-WEST POINT	13,100	12,840	98
MONTGOMERY	D COLUMBUS-TUPELO-WEST POINT	4,400	4,290	98
NESHOBA	D MERIDIAN	9,400	9,120	97
NEWTON	D MERIDIAN	7,700	7,530	98
NOXUBEE	D COLUMBUS-TUPELO-WEST POINT	4,000	3,800	95
OKTIBBEHA	D COLUMBUS-TUPELO-WEST POINT	12,400	12,200	98
PANOLA	D MEMPHIS	10,400	10,210	98
PEARL RIVER	D NEW ORLEANS	14,600	14,360	98
PERRY	D HATTIESBURG-LAUREL	3,400	3,300	97
PIKE	D JACKSON, MS	13,600	13,230	97
PONTOTOC	D COLUMBUS-TUPELO-WEST POINT	8,800	8,560	97
PRENTISS	D COLUMBUS-TUPELO-WEST POINT	9,400	9,250	98
QUITMAN	D MEMPHIS	3,800	3,670	97
RANKIN	M B JACKSON, MS	31,100	30,550	98
SCOTT	D JACKSON, MS	9,900	9,710	98
SHARKEY	D JACKSON, MS	2,200	2,140	97
SIMPSON	D JACKSON, MS	8,900	8,740	98
SMITH	D JACKSON, MS	5,600	5,470	98
STONE	B BILOXI-GULFPORT	3,700	3,590	97
SUNFLOWER	D GREENWOOD-GREENVILLE	10,900	10,630	98
TALLAHATCHIE	D GREENWOOD-GREENVILLE	5,500	5,310	97
TATE	D MEMPHIS	7,400	7,250	98
TIPPAH	D MEMPHIS	7,200	7,090	98
TISHOMINGO	D COLUMBUS-TUPELO-WEST POINT	7,200	7,010	97
TUNICA	D MEMPHIS	3,000	2,910	97
UNION	D MEMPHIS	9,000	8,850	98
WALTHALL	D JACKSON, MS	5,000	4,820	96
WARREN	C JACKSON, MS	19,000	18,620	98
WASHINGTON	C GREENWOOD-GREENVILLE	24,100	23,410	97
WAYNE	D HATTIESBURG-LAUREL	7,000	6,810	97
WEBSTER	D COLUMBUS-TUPELO-WEST POINT	3,700	3,620	98
WILKINSON	D BATON ROUGE	3,400	3,290	97
WINSTON	D COLUMBUS-TUPELO-WEST POINT	6,900	6,790	98
YALOBUSHA	D COLUMBUS-TUPELO-WEST POINT	5,100	4,920	96
YAZOO	D JACKSON, MS	9,600	9,370	98
	STATE TOTAL	955,600	935,130	
MISSOURI				
ADAIR	D OTTUMWA-KIRKSVILLE	8,900	8,570	96
ANDREW	M C ST. JOSEPH	5,500	5,460	99
ATCHISON	D OMAHA	3,100	3,040	98
AUDRAIN	D COLUMBIA-JEFFERSON CITY	9,600	9,350	97
BARRY	D SPRINGFIELD, MO	10,900	10,460	96
BARTON	D JOPLIN-PITTSBURG	4,700	4,630	99
BATES	D KANSAS CITY	6,500	6,250	96

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MISSOURI (CONT'D)					
BENTON	D	SPRINGFIELD, MO	5,600	5,470	98
BOLLINGER	D	PADUCAH-C.GIRARDEAU-HARRBG	4,400	4,320	98
BOONE	M C	COLUMBIA-JEFFERSON CITY	40,200	39,380	98
BUCHANAN	M C	ST. JOSEPH	32,700	32,260	99
BUTLER	D	PADUCAH-C.GIRARDEAU-HARRBG	15,000	14,670	98
CALDWELL	D	KANSAS CITY	3,300	3,230	98
CALLAWAY	M D	COLUMBIA-JEFFERSON CITY	11,500	11,240	98
CAMDEN	D	SPRINGFIELD, MO	11,100	10,910	98
CPE GIRARDEAU	C	PADUCAH-C.GIRARDEAU-HARRBG	23,800	23,500	99
CARROLL	D	KANSAS CITY	4,500	4,400	98
CARTER	D	PADUCAH-C.GIRARDEAU-HARRBG	2,000	1,930	97
CASS	M A	KANSAS CITY	22,200	21,820	98
CEDAR	D	SPRINGFIELD, MO	5,100	4,900	96
CHARITON	D	COLUMBIA-JEFFERSON CITY	3,900	3,830	98
CHRISTIAN	M B	SPRINGFIELD, MO	11,600	11,390	98
CLARK	M D	QUINCY-HANNIBAL-KEOKUK	3,000	2,980	99
CLAY	M A	KANSAS CITY	59,200	58,680	99
CLINTON	D	KANSAS CITY	6,400	6,330	99
COLE	M C	COLUMBIA-JEFFERSON CITY	22,800	22,510	99
COOPER	D	COLUMBIA-JEFFERSON CITY	5,700	5,580	98
CRAWFORD	D	ST. LOUIS	7,700	7,540	98
DADE	D	SPRINGFIELD, MO	3,200	3,130	98
DALLAS	M D	SPRINGFIELD, MO	5,300	5,200	98
DAVIESS	D	KANSAS CITY	3,500	3,390	97
DE KALB	M D	ST. JOSEPH	3,300	3,260	99
DENT	D	SPRINGFIELD, MO	5,600	5,470	98
DOUGLAS	D	SPRINGFIELD, MO	4,800	4,580	95
DUNKLIN	D	PADUCAH-C.GIRARDEAU-HARRBG	12,900	12,640	98
FRANKLIN	M A	ST. LOUIS	27,400	27,010	99
GASCONADE	D	ST. LOUIS	5,400	5,350	99
GENTRY	D	KANSAS CITY	3,000	2,960	99
GREENE	M B	SPRINGFIELD, MO	81,300	79,960	98
GRUNDY	D	KANSAS CITY	4,700	4,630	99
HARRISON	D	ST. JOSEPH	4,000	3,940	99
HENRY	D	KANSAS CITY	8,400	8,210	98
HICKORY	D	SPRINGFIELD, MO	3,400	3,350	99
HOLT	M D	ST. JOSEPH	2,700	2,660	99
HOWARD	D	COLUMBIA-JEFFERSON CITY	3,600	3,570	99
HOWELL	D	SPRINGFIELD, MO	12,100	11,850	98
IRON	D	ST. LOUIS	4,000	3,940	99
JACKSON	M A	KANSAS CITY	259,900	255,040	98
JASPER	M C	JOPLIN-PITTSBURG	36,200	35,650	98
JEFFERSON	M A	ST. LOUIS	59,400	58,740	99
JOHNSON	D	KANSAS CITY	13,400	13,000	97
KNOX	D	QUINCY-HANNIBAL-KEOKUK	2,100	2,050	98
LACLEDE	D	SPRINGFIELD, MO	10,600	10,380	98
LAFAYETTE	M D	KANSAS CITY	12,200	12,040	99
LAWRENCE	D	SPRINGFIELD, MO	11,900	11,650	98
LEWIS	M D	QUINCY-HANNIBAL-KEOKUK	3,600	3,530	98
LINCOLN	D	ST. LOUIS	10,200	9,950	98
LINN	D	KANSAS CITY	6,100	6,000	98
LIVINGSTON	D	KANSAS CITY	6,000	5,910	99
MCDONALD	D	JOPLIN-PITTSBURG	6,500	6,320	97
MACON	D	QUINCY-HANNIBAL-KEOKUK	6,400	6,260	98
MADISON	D	ST. LOUIS	4,900	4,740	97
MARIES	D	COLUMBIA-JEFFERSON CITY	3,200	3,100	97
MARION	M D	QUINCY-HANNIBAL-KEOKUK	10,700	10,530	98
MERCER	D	DES MOINES-AMES	1,600	1,580	99
MILLER	D	COLUMBIA-JEFFERSON CITY	7,500	7,380	98
MISSISSIPPI	D	PADUCAH-C.GIRARDEAU-HARRBG	5,500	5,400	98
MONITEAU	D	COLUMBIA-JEFFERSON CITY	4,500	4,390	98
MONROE	D	QUINCY-HANNIBAL-KEOKUK	3,500	3,470	99
MONTGOMERY	D	ST. LOUIS	4,300	4,210	98
MORGAN	D	COLUMBIA-JEFFERSON CITY	6,400	6,080	95
NEW MADRID	D	PADUCAH-C.GIRARDEAU-HARRBG	7,600	7,460	98
NEWTON	M C	JOPLIN-PITTSBURG	16,500	16,280	99
NODAWAY	D	ST. JOSEPH	7,600	7,450	98
OREGON	D	SPRINGFIELD, MO	3,900	3,760	96
OSAGE	D	COLUMBIA-JEFFERSON CITY	4,200	4,180	100
OZARK	D	SPRINGFIELD, MO	3,600	3,480	97
PEMISCOT	D	MEMPHIS	8,600	8,400	98
PERRY	D	ST. LOUIS	6,100	6,030	99
PETTIS	D	KANSAS CITY	14,400	14,130	98
PHELPS	D	SPRINGFIELD, MO	12,500	11,800	94
PIKE	D	ST. LOUIS	6,100	5,990	98
PLATTE	M A	KANSAS CITY	21,000	20,820	99
POLK	M D	SPRINGFIELD, MO	8,100	7,960	98
PULASKI	C	SPRINGFIELD, MO	11,500	11,340	99
PUTNAM	D	OTTUMWA-KIRKSVILLE	2,100	2,050	98
RALLS	D	QUINCY-HANNIBAL-KEOKUK	3,400	3,380	99
RANDOLPH	D	COLUMBIA-JEFFERSON CITY	9,600	9,430	98
RAY	M A	KANSAS CITY	8,700	8,600	99
REYNOLDS	D	PADUCAH-C.GIRARDEAU-HARRBG	2,700	2,590	96
RIPLEY	D	JONESBORO	5,300	5,030	95
ST CHARLES	M A	ST. LOUIS	71,300	70,570	99
ST CLAIR	D	SPRINGFIELD, MO	3,500	3,280	94
ST FRANCOIS	C	ST. LOUIS	16,800	16,620	99
ST LOUIS	M A	ST. LOUIS	379,800	374,140	99
STE GENEVIEVE	D	ST. LOUIS	6,100	6,040	99
SALINE	D	KANSAS CITY	9,400	9,210	98
SCHUYLER	D	OTTUMWA-KIRKSVILLE	2,000	1,970	99
SCOTLAND	D	QUINCY-HANNIBAL-KEOKUK	2,100	2,050	98
SCOTT	D	PADUCAH-C.GIRARDEAU-HARRBG	15,200	15,030	99
SHANNON	D	SPRINGFIELD, MO	3,100	3,000	97
SHELBY	D	QUINCY-HANNIBAL-KEOKUK	3,000	2,950	98
STODDARD	D	PADUCAH-C.GIRARDEAU-HARRBG	11,400	11,240	99
STONE	D	SPRINGFIELD, MO	8,000	7,810	98
SULLIVAN	D	OTTUMWA-KIRKSVILLE	2,800	2,740	98
TANEY	D	SPRINGFIELD, MO	11,100	10,820	97
TEXAS	D	SPRINGFIELD, MO	8,600	8,340	97
VERNON	D	JOPLIN-PITTSBURG	7,800	7,690	99
WARREN	D	ST. LOUIS	7,300	7,090	97
WASHINGTON	D	ST. LOUIS	6,900	6,700	97
WAYNE	D	PADUCAH-C.GIRARDEAU-HARRBG	5,100	5,010	98
WEBSTER	M D	SPRINGFIELD, MO	8,600	8,400	98
WORTH	D	ST. JOSEPH	1,100	1,080	98
WRIGHT	D	SPRINGFIELD, MO	6,400	6,260	98
ST LOUIS-IND	M A	ST. LOUIS	166,200	162,960	98
		STATE TOTAL	1,973,200	1,938,290	
MONTANA					
BEAVERHEAD	D	BUTTE	3,200	3,030	95
BIG HORN	D	BILLINGS	3,200	3,080	96
BLAINE	D	GREAT FALLS	2,500	2,400	96
BROADWATER	D	HELENA	1,600	1,570	98
CARBON	D	BILLINGS	3,500	3,380	97
CARTER	D	RAPID CITY	600	590	98
CASCADE	M C	GREAT FALLS	30,600	30,080	98
CHOUTEAU	D	GREAT FALLS	2,200	2,170	99
CUSTER	D	BILLINGS	5,100	4,930	97
DANIELS	D	MINOT-BISMARCK-DICKINSON	1,000	970	97
DAWSON	D	GLENDIVE	4,000	3,890	97
DEER LODGE	M D	BUTTE	3,900	3,830	98
FALLON	D	DENVER	1,300	1,270	98
FERGUS	D	GREAT FALLS	4,800	4,580	95
FLATHEAD	C	MISSOULA	24,200	23,380	97
GALLATIN	C	BUTTE	19,100	18,260	96
GARFIELD	D	BILLINGS	600	580	97
GLACIER	D	GREAT FALLS	3,800	3,660	96
GOLDEN VALLEY	D	BILLINGS	400	370	93
GRANITE	D	MISSOULA	1,100	1,060	96
HILL	D	GREAT FALLS	6,900	6,610	96
JEFFERSON	D	BUTTE	3,300	3,190	97
JUDITH BASIN	D	GREAT FALLS	1,000	980	98
LAKE	M D	MISSOULA	8,500	8,340	98
LEWIS & CLARK	C	HELENA	19,900	19,370	97
LIBERTY	D	GREAT FALLS	1,000	980	98
LINCOLN	D	SPOKANE	6,800	6,420	94
MCCONE	D	MINOT-BISMARCK-DICKINSON	900	850	94
MADISON	D	BUTTE	2,200	2,130	97
MEAGHER	D	GREAT FALLS	800	780	98
MINERAL	D	MISSOULA	1,600	1,580	99
MISSOULA	M C	MISSOULA	32,400	31,020	96
MUSSELSHELL	D	BILLINGS	1,700	1,650	97
PARK	D	BILLINGS	5,100	4,810	94
PETROLEUM	D	BILLINGS	200	200	100
PHILLIPS	D	GREAT FALLS	2,100	2,010	96
PONDERA	D	GREAT FALLS	2,600	2,510	97
POWDER RIVER	D	RAPID CITY	900	810	90
POWELL	D	BUTTE	2,400	2,340	98
PRAIRIE	D	GLENDIVE	700	670	96
RAVALLI	M D	MISSOULA	10,400	10,050	97
RICHLAND	D	MINOT-BISMARCK-DICKINSON	4,200	4,120	98
ROOSEVELT	D	MINOT-BISMARCK-DICKINSON	3,800	3,700	97
ROSEBUD	D	BILLINGS	4,200	4,040	96
SANDERS	D	SPOKANE	3,800	3,680	97
SHERIDAN	D	MINOT-BISMARCK-DICKINSON	2,000	1,930	97

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
MONTANA (CONT'D)					
SILVER BOW	M	D BUTTE	14,100	13,850	98
STILLWATER		D BILLINGS	2,800	2,740	98
SWEET GRASS		D BILLINGS	1,200	1,090	91
TETON		D GREAT FALLS	2,500	2,430	97
TOOLE		D GREAT FALLS	2,200	2,160	98
TREASURE		D BILLINGS	400	380	95
VALLEY		D GREAT FALLS	3,600	3,520	98
WHEATLAND		D BILLINGS	900	860	96
WIBAUX		D MINOT-BISMARCK-DICKINSON	500	490	98
YELLOWSTONE	M	C BILLINGS	46,300	45,500	98
		STATE TOTAL	320,600	310,870	
NEBRASKA					
ADAMS	M	D LINCOLN & HSTNGS-KRNYPLUS	12,100	11,990	99
ANTELOPE		D SIOUX CITY	3,100	3,050	98
ARTHUR		D NORTH PLATTE	200	190	95
BANNER		D CHEYENNE-SCOTTSBLUF-STRLNG	300	300	100
BLAINE		D NORTH PLATTE	300	290	97
BOONE		D LINCOLN & HSTNGS-KRNYPLUS	2,500	2,440	98
BOX BUTTE		D DENVER	5,200	5,130	99
BOYD		D LINCOLN & HSTNGS-KRNYPLUS	1,300	1,280	98
BROWN		D LINCOLN & HSTNGS-KRNYPLUS	1,600	1,560	98
BUFFALO	M	D LINCOLN & HSTNGS-KRNYPLUS	14,000	13,840	99
BURT		D OMAHA	3,400	3,380	99
BUTLER		D OMAHA	3,400	3,360	99
CASS		D OMAHA	8,500	8,460	100
CEDAR		D SIOUX CITY	3,900	3,850	99
CHASE		D LINCOLN & HSTNGS-KRNYPLUS	1,900	1,860	98
CHERRY		D SIOUX FALLS(MITCHELL)	2,500	2,400	96
CHEYENNE		D DENVER	4,200	4,140	99
CLAY		D LINCOLN & HSTNGS-KRNYPLUS	2,900	2,890	100
COLFAX		D OMAHA	3,500	3,410	97
CUMING		D OMAHA	4,100	4,050	99
CUSTER		D LINCOLN & HSTNGS-KRNYPLUS	4,900	4,750	97
DAKOTA	M	C SIOUX CITY	6,700	6,660	99
DAWES		D DENVER	3,500	3,450	99
DAWSON		D LINCOLN & HSTNGS-KRNYPLUS	8,100	7,980	99
DEUEL		D DENVER	1,000	980	98
DIXON		D SIOUX CITY	2,600	2,580	99
DODGE		L OMAHA	14,100	13,900	99
DOUGLAS	M	B OMAHA	160,100	157,670	98
DUNDY		D WICHITA-HUTCHINSON PLUS	1,200	1,160	97
FILLMORE		D LINCOLN & HSTNGS-KRNYPLUS	2,900	2,860	99
FRANKLIN		D LINCOLN & HSTNGS-KRNYPLUS	1,500	1,490	99
FRONTIER		D LINCOLN & HSTNGS-KRNYPLUS	1,400	1,380	99
FURNAS		D LINCOLN & HSTNGS-KRNYPLUS	2,500	2,440	98
GAGE		D LINCOLN & HSTNGS-KRNYPLUS	8,900	8,820	99
GARDEN		D RAPID CITY	1,000	980	98
GARFIELD		D LINCOLN & HSTNGS-KRNYPLUS	900	890	99
GOSPER		D LINCOLN & HSTNGS-KRNYPLUS	800	790	99
GRANT		D RAPID CITY	300	300	100
GREELEY		D LINCOLN & HSTNGS-KRNYPLUS	1,200	1,180	98
HALL	M	C LINCOLN & HSTNGS-KRNYPLUS	18,700	18,520	99
HAMILTON		D LINCOLN & HSTNGS-KRNYPLUS	3,500	3,450	99
HARLAN		D LINCOLN & HSTNGS-KRNYPLUS	1,700	1,680	99
HAYES		D LINCOLN & HSTNGS-KRNYPLUS	500	500	100
HITCHCOCK		D WICHITA-HUTCHINSON PLUS	1,500	1,480	99
HOLT		D LINCOLN & HSTNGS-KRNYPLUS	4,900	4,830	99
HOOKER		D NORTH PLATTE	400	390	98
HOWARD		D LINCOLN & HSTNGS-KRNYPLUS	2,400	2,370	99
JEFFERSON		D LINCOLN & HSTNGS-KRNYPLUS	3,600	3,560	99
JOHNSON		D OMAHA	2,000	1,980	99
KEARNEY		D LINCOLN & HSTNGS-KRNYPLUS	2,700	2,680	99
KEITH		D DENVER	3,600	3,530	98
KEYA PAHA		D LINCOLN & HSTNGS-KRNYPLUS	500	500	100
KIMBALL		D DENVER	1,800	1,790	99
KNOX		D SIOUX CITY	3,900	3,850	99
LANCASTER	M	B LINCOLN & HSTNGS-KRNYPLUS	85,400	84,080	98
LINCOLN		D NORTH PLATTE	12,700	12,520	99
LOGAN		D NORTH PLATTE	400	390	98
LOUP		D LINCOLN & HSTNGS-KRNYPLUS	300	300	100
MCPHERSON		D NORTH PLATTE	200	200	100
MADISON		D SIOUX CITY	12,800	12,650	99
MERRICK		D LINCOLN & HSTNGS-KRNYPLUS	3,100	3,070	99
MORRILL		D CHEYENNE-SCOTTSBLUF-STRLNG	2,400	2,350	98
NANCE		D LINCOLN & HSTNGS-KRNYPLUS	1,700	1,670	98
NEMAHA		D OMAHA	3,200	3,170	99
NUCKOLLS		D LINCOLN & HSTNGS-KRNYPLUS	2,500	2,460	98
NEBRASKA (CONT'D)					
OTOE		D OMAHA	5,900	5,830	99
PAWNEE		D LINCOLN & HSTNGS-KRNYPLUS	1,500	1,470	98
PERKINS		D LINCOLN & HSTNGS-KRNYPLUS	1,500	1,500	100
PHELPS		D LINCOLN & HSTNGS-KRNYPLUS	3,700	3,670	99
PIERCE		D SIOUX CITY	3,100	3,080	99
PLATTE		D LINCOLN & HSTNGS-KRNYPLUS	11,100	11,000	99
POLK		D LINCOLN & HSTNGS-KRNYPLUS	2,300	2,290	100
RED WILLOW		D LINCOLN & HSTNGS-KRNYPLUS	4,900	4,850	99
RICHARDSON		D OMAHA	4,200	4,070	97
ROCK		D LINCOLN & HSTNGS-KRNYPLUS	900	890	99
SALINE		D LINCOLN & HSTNGS-KRNYPLUS	4,900	4,860	99
SARPY	M	B OMAHA	33,700	33,440	99
SAUNDERS		D OMAHA	7,100	7,040	99
SCOTTS BLUFF		D CHEYENNE-SCOTTSBLUF-STRLNG	14,200	14,000	99
SEWARD		D OMAHA	6,100	5,920	97
SHERIDAN		D RAPID CITY	2,800	2,720	97
SHERMAN		D LINCOLN & HSTNGS-KRNYPLUS	1,500	1,480	99
SIOUX		D RAPID CITY	700	690	99
STANTON		D SIOUX CITY	2,500	2,470	99
THAYER		D LINCOLN & HSTNGS-KRNYPLUS	2,600	2,580	99
THOMAS		D NORTH PLATTE	400	400	100
THURSTON		D SIOUX CITY	2,400	2,370	99
VALLEY		D LINCOLN & HSTNGS-KRNYPLUS	2,200	2,170	99
WASHINGTON	M	D OMAHA	6,200	6,150	99
WAYNE		D SIOUX CITY	3,300	3,270	99
WEBSTER		D LINCOLN & HSTNGS-KRNYPLUS	2,000	1,960	98
WHEELER		D LINCOLN & HSTNGS-KRNYPLUS	400	400	100
YORK		D LINCOLN & HSTNGS-KRNYPLUS	5,800	5,740	99
		STATE TOTAL	616,800	608,410	
NEVADA					
CHURCHILL		D RENO	6,900	6,730	98
CLARK	M	B LAS VEGAS	280,700	276,180	98
DOUGLAS		D RENO	11,300	11,090	98
ELKO		D SALT LAKE CITY	11,300	10,700	95
ESMERALDA		D RENO	300	280	93
EUREKA		D SALT LAKE CITY	500	420	84
HUMBOLDT		D RENO	5,000	4,800	96
LANDER		D RENO	2,200	1,940	88
LINCOLN		D LAS VEGAS	1,400	1,370	98
LYON		D RENO	7,900	7,580	96
MINERAL		D RENO	2,700	2,600	96
NYE		D LAS VEGAS	6,900	6,620	96
PERSHING		D RENO	1,900	1,860	98
STOREY		D RENO	600	590	98
WASHOE	M	B RENO	109,200	106,210	97
WHITE PINE		D SALT LAKE CITY	3,000	2,830	94
CARSON CITY		D RENO	17,300	16,760	97
		STATE TOTAL	469,100	458,560	
NEW HAMPSHIRE					
BELKNAP		C BOSTON	20,100	19,720	98
CARROLL		D PORTLAND-AUBURN	15,500	15,070	97
CHESHIRE		C BOSTON	26,700	25,850	97
COOS		D PORTLAND-AUBURN	13,800	13,560	98
GRAFTON		C BURLINGTON-PLATTSBURGH	28,200	27,130	96
HILLSBOROUGH		B BOSTON	127,200	126,110	99
MERRIMACK		C BOSTON	46,700	45,600	98
ROCKINGHAM		B BOSTON	93,400	92,420	99
STRAFFORD		C BOSTON	37,700	37,180	99
SULLIVAN		D BOSTON	16,100	15,830	98
		STATE TOTAL	425,400	418,470	
NEW JERSEY					
ATLANTIC		B PHILADELPHIA	86,100	84,950	99
BERGEN	M	A NEW YORK	317,400	314,260	99
BURLINGTON	M	A PHILADELPHIA	142,200	141,230	99
CAMDEN	M	A PHILADELPHIA	187,300	185,880	99
CAPE MAY		C PHILADELPHIA	42,400	41,940	99
CUMBERLAND		C PHILADELPHIA	49,900	49,410	99
ESSEX	M	A NEW YORK	313,100	308,400	98
GLOUCESTER	M	A PHILADELPHIA	77,900	77,320	99
HUDSON	M	A NEW YORK	212,400	209,450	99
HUNTERDON		C NEW YORK	36,500	36,080	99

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NEW JERSEY (CONT'D)					
MERCER	A	PHILADELPHIA	123,100	121,640	99
MIDDLESEX	M A	NEW YORK	239,000	236,970	99
MONMOUTH	A	NEW YORK	210,300	208,810	99
MORRIS	M A	NEW YORK	149,800	148,420	99
OCEAN	B	NEW YORK	174,500	172,010	99
PASSAIC	M A	NEW YORK	170,100	167,860	99
SALEM	A	PHILADELPHIA	25,000	24,800	99
SOMERSET	M A	NEW YORK	84,800	84,140	99
SUSSEX	C	NEW YORK	46,600	46,030	99
UNION	M A	NEW YORK	189,100	186,850	99
WARREN	B	NEW YORK	34,000	33,680	99
		STATE TOTAL	2,911,500	2,880,130	
NEW MEXICO					
BERNALILLO	M B	ALBUQUERQUE-SANTA FE	198,400	193,860	98
CATRON	D	ALBUQUERQUE-SANTA FE	900	830	92
CHAVES	C	ALBUQUERQUE-SANTA FE	21,900	21,500	98
CIBOLA	D	ALBUQUERQUE-SANTA FE	7,100	6,930	98
COLFAX	D	ALBUQUERQUE-SANTA FE	5,000	4,870	97
CURRY	C	AMARILLO	16,100	15,850	98
DE BACA	D	ALBUQUERQUE-SANTA FE	1,100	1,060	96
DONA ANA	C	EL PASO	47,900	46,790	98
EDDY	C	ALBUQUERQUE-SANTA FE	18,600	18,130	97
GRANT	D	ALBUQUERQUE-SANTA FE	9,900	9,600	97
GUADALUPE	D	ALBUQUERQUE-SANTA FE	1,500	1,430	95
HARDING	D	ALBUQUERQUE-SANTA FE	400	380	95
HIDALGO	D	EL PASO	2,000	1,720	86
LEA-N	C	ALBUQUERQUE-SANTA FE	19,000	18,750	99
LEA-S	C	ODESSA-MIDLAND	2,400	2,370	99
LINCOLN	D	ALBUQUERQUE-SANTA FE	5,900	5,600	95
LOS ALAMOS	D	ALBUQUERQUE-SANTA FE	7,500	7,340	98
LUNA	D	ALBUQUERQUE-SANTA FE	6,600	6,390	97
MCKINLEY	C	ALBUQUERQUE-SANTA FE	20,100	18,480	92
MORA	D	ALBUQUERQUE-SANTA FE	1,500	1,230	82
OTERO	C	ALBUQUERQUE-SANTA FE	18,100	17,750	98
QUAY	D	AMARILLO	4,500	4,410	98
RIO ARRIBA	D	ALBUQUERQUE-SANTA FE	11,400	10,710	94
ROOSEVELT	D	ALBUQUERQUE-SANTA FE	6,200	6,060	98
SANDOVAL	M B	ALBUQUERQUE-SANTA FE	19,800	18,910	96
SAN JUAN	C	ALBUQUERQUE-SANTA FE	30,200	28,770	95
SAN MIGUEL	D	ALBUQUERQUE-SANTA FE	8,800	8,430	96
SANTA FE	C	ALBUQUERQUE-SANTA FE	37,200	35,620	96
SIERRA	D	ALBUQUERQUE-SANTA FE	4,500	4,200	93
SOCORRO	D	ALBUQUERQUE-SANTA FE	4,700	4,540	97
TAOS	D	ALBUQUERQUE-SANTA FE	7,500	6,980	93
TORRANCE	D	ALBUQUERQUE-SANTA FE	3,600	3,430	95
UNION	D	AMARILLO	1,800	1,610	89
VALENCIA	D	ALBUQUERQUE-SANTA FE	15,600	15,210	98
		STATE TOTAL	567,700	549,740	
NEW YORK					
ALBANY	M B	ALBANY-SCHENECTADY-TROY	112,400	110,980	99
ALLEGANY	C	BUFFALO	18,000	17,460	97
BRONX	M A	NEW YORK	474,500	464,730	98
BROOME	M B	BINGHAMTON	79,600	78,490	99
CATTARAUGUS	C	BUFFALO	30,300	29,790	98
CAYUGA	C	SYRACUSE	29,100	28,620	98
CHAUTAUQUA	C	BUFFALO	54,300	53,420	98
CHEMUNG	C	ELMIRA	34,300	33,950	99
CHENANGO	C	BINGHAMTON	19,400	19,070	98
CLINTON	M C	BURLINGTON-PLATTSBURGH	27,000	26,770	99
COLUMBIA	C	ALBANY-SCHENECTADY-TROY	24,000	23,650	99
CORTLAND	C	SYRACUSE	17,100	16,890	99
DELAWARE	C	BINGHAMTON	18,300	17,860	98
DUTCHESS	B	NEW YORK	92,700	91,260	98
ERIE	M B	BUFFALO	362,000	358,200	99
ESSEX	M D	BURLINGTON-PLATTSBURGH	14,500	14,230	98
FRANKLIN	C	BURLINGTON-PLATTSBURGH	15,800	15,460	98
FULTON	C	ALBANY-SCHENECTADY-TROY	21,000	20,820	99
GENESEE	C	BUFFALO	21,600	21,430	99
GREENE	M C	ALBANY-SCHENECTADY-TROY	17,300	17,030	98
HAMILTON	D	ALBANY-SCHENECTADY-TROY	1,900	1,880	99
HERKIMER	B	UTICA	24,900	24,610	99
JEFFERSON	M C	WATERTOWN	37,600	37,290	99
KINGS	M A	NEW YORK	912,700	885,050	97
LEWIS	D	WATERTOWN	9,500	9,330	98
LIVINGSTON	B	ROCHESTER, NY	20,600	20,390	99
MADISON	M B	SYRACUSE	22,900	22,550	98
MONROE	M B	ROCHESTER, NY	271,000	268,150	99
MONTGOMERY	M B	ALBANY-SCHENECTADY-TROY	20,500	20,260	99
NASSAU	M A	NEW YORK	452,600	449,070	99
NEW YORK	M A	NEW YORK	791,600	752,420	95
NIAGARA	M B	BUFFALO	81,800	81,150	99
ONONDAGA	M B	SYRACUSE	175,000	173,200	99
ONTARIO	B	ROCHESTER, NY	34,200	33,770	99
ORANGE	B	NEW YORK	100,600	98,930	98
ORLEANS	B	BUFFALO	14,500	14,260	98
OSWEGO	M B	SYRACUSE	43,000	42,630	99
OTSEGO	C	UTICA	21,800	21,310	98
PUTNAM	M A	NEW YORK	29,500	29,210	99
QUEENS	M A	NEW YORK	760,600	751,630	99
RENSSELAER	M B	ALBANY-SCHENECTADY-TROY	55,400	54,540	98
RICHMOND	M A	NEW YORK	134,300	133,060	99
ROCKLAND	M A	NEW YORK	87,000	85,910	99
ST LAWRENCE-E	C	BURLINGTON-PLATTSBURGH	12,900	12,720	99
ST LAWRENCE-W	C	WATERTOWN	24,100	23,680	98
SARATOGA	M B	ALBANY-SCHENECTADY-TROY	63,700	63,130	99
SCHENECTADY	M B	ALBANY-SCHENECTADY-TROY	59,800	59,180	99
SCHOHARIE	D	ALBANY-SCHENECTADY-TROY	11,400	11,160	98
SCHUYLER	D	ELMIRA	6,500	6,390	98
SENECA	D	SYRACUSE	11,900	11,770	99
STEUBEN	C	ELMIRA	36,700	35,900	98
SUFFOLK	M A	NEW YORK	435,600	431,900	99
SULLIVAN	C	NEW YORK	26,700	25,000	94
TIOGA	M B	BINGHAMTON	19,200	18,810	98
TOMPKINS	C	SYRACUSE	32,100	29,640	92
ULSTER	B	NEW YORK	64,000	61,880	97
WARREN	C	ALBANY-SCHENECTADY-TROY	21,500	21,150	98
WASHINGTON	C	ALBANY-SCHENECTADY-TROY	20,100	19,920	99
WAYNE	B	ROCHESTER, NY	32,700	32,400	99
WESTCHESTER	M A	NEW YORK	326,200	321,630	99
WYOMING	D	BUFFALO	14,000	13,820	99
YATES	D	SYRACUSE	8,800	8,710	99
ONEIDA-E	B	UTICA	52,700	52,000	99
ONEIDA-W	B	SYRACUSE	37,300	36,860	99
		STATE TOTAL	6,904,600	6,768,360	
NORTH CAROLINA					
ALAMANCE	C	GREENSBORO-H.POINT-W.SALEM	42,200	41,670	99
ALEXANDER	C	CHARLOTTE	10,700	10,550	99
ALLEGHANY	D	GREENSBORO-H.POINT-W.SALEM	3,900	3,840	98
ANSON	D	CHARLOTTE	9,300	9,190	99
ASHE	D	CHARLOTTE	9,500	9,060	95
AVERY	D	TRI-CITIES, TN-VA	5,600	5,450	97
BEAUFORT	M C	GREENVILLE-N.BERN-WASHNGTN	17,300	16,990	98
BERTIE	D	GREENVILLE-N.BERN-WASHNGTN	7,600	7,360	97
BLADEN	D	WILMINGTON	11,600	11,360	98
BRUNSWICK	M C	WILMINGTON	20,700	20,200	98
BUNCOMBE	M B	GREENVILLE-SPART-ASHEVILLE	72,600	70,870	98
BURKE	C	CHARLOTTE	30,400	29,800	98
CABARRUS	M B	CHARLOTTE	36,900	36,470	99
CALDWELL	C	CHARLOTTE	27,900	27,560	99
CAMDEN	D	NORFOLK-PORTSMTH-NEWPT NWS	2,200	2,170	99
CARTERET	C	GREENVILLE-N.BERN-WASHNGTN	21,800	21,360	98
CASWELL	D	GREENSBORO-H.POINT-W.SALEM	7,400	7,320	99
CATAWBA	C	CHARLOTTE	47,000	46,460	99
CHATHAM	D	RALEIGH-DURHAM	15,100	14,900	99
CHEROKEE	D	CHATTANOOGA	8,600	8,190	95
CHOWAN	D	NORFOLK-PORTSMTH-NEWPT NWS	5,500	5,430	99
CLAY	D	ATLANTA	2,900	2,820	97
CLEVELAND	C	CHARLOTTE	33,500	33,090	99
COLUMBUS	M C	WILMINGTON	19,600	19,190	98
CRAVEN	M C	GREENVILLE-N.BERN-WASHNGTN	30,700	30,310	99
CUMBERLAND	B	RALEIGH-DURHAM	87,900	86,710	99
CURRITUCK	B	NORFOLK-PORTSMTH-NEWPT NWS	5,900	5,810	98
DARE	D	NORFOLK-PORTSMTH-NEWPT NWS	9,900	9,710	98
DAVIDSON	M B	GREENSBORO-H.POINT-W.SALEM	49,000	48,080	98
DAVIE	M D	GREENSBORO-H.POINT-W.SALEM	11,300	11,040	98
DUPLIN	C	GREENVILLE-N.BERN-WASHNGTN	15,800	15,530	98
DURHAM	M B	RALEIGH-DURHAM	72,000	70,590	98
EDGECOMBE	C	RALEIGH-DURHAM	21,300	20,880	98
FORSYTH	M B	GREENSBORO-H.POINT-W.SALEM	111,600	110,070	99
FRANKLIN	M D	RALEIGH-DURHAM	13,300	13,080	98

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES
BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NORTH CAROLINA (CONT'D)				
GASTON	M B CHARLOTTE	66,100	65,190	99
GATES	D NORFOLK-PORTSMTH-NEWPT NWS	3,600	3,530	98
GRAHAM	D GREENVILLE-SPART-ASHEVILLE	2,500	2,450	98
GRANVILLE	D RALEIGH-DURHAM	13,700	13,490	98
GREENE	M D GREENVILLE-N.BERN-WASHNGTN	5,400	5,340	99
GUILFORD	M B GREENSBORO-H.POINT-W.SALEM	134,500	132,910	99
HALIFAX	C RALEIGH-DURHAM	20,500	20,040	98
HARNETT	C RALEIGH-DURHAM	25,000	24,640	99
HAYWOOD	C GREENVILLE-SPART-ASHEVILLE	19,800	19,470	98
HENDERSON	M C GREENVILLE-SPART-ASHEVILLE	30,700	30,070	98
HERTFORD	D NORFOLK-PORTSMTH-NEWPT NWS	8,400	8,220	98
HOKE	D RALEIGH-DURHAM	7,900	7,780	98
HYDE	D GREENVILLE-N.BERN-WASHNGTN	2,000	1,930	97
IREDELL	C CHARLOTTE	35,900	35,300	98
JACKSON	D GREENVILLE-SPART-ASHEVILLE	10,200	9,900	97
JOHNSTON	C RALEIGH-DURHAM	31,800	31,330	99
JONES	D GREENVILLE-N.BERN-WASHNGTN	3,200	3,130	98
LEE	D RALEIGH-DURHAM	16,500	16,300	99
LENOIR	M C GREENVILLE-N.BERN-WASHNGTN	22,800	22,420	98
LINCOLN	M C CHARLOTTE	19,400	19,260	99
MCDOWELL	D GREENVILLE-SPART-ASHEVILLE	13,900	13,650	98
MACON	D GREENVILLE-SPART-ASHEVILLE	10,000	9,730	97
MADISON	M B GREENVILLE-SPART-ASHEVILLE	6,700	6,410	96
MARTIN	D GREENVILLE-N.BERN-WASHNGTN	9,600	9,450	98
MECKLENBURG	M B CHARLOTTE	197,900	195,230	99
MITCHELL	D GREENVILLE-SPART-ASHEVILLE	5,600	5,460	98
MONTGOMERY	D GREENSBORO-H.POINT-W.SALEM	9,200	9,020	98
MOORE	C RALEIGH-DURHAM	25,300	24,920	98
NASH-E	C RALEIGH-DURHAM	16,800	16,590	99
NASH-W	C RALEIGH-DURHAM	11,800	11,630	99
NEW HANOVER	M C WILMINGTON	48,400	47,660	98
NORTHAMPTON	D NORFOLK-PORTSMTH-NEWPT NWS	7,700	7,490	97
ONSLOW	C GREENVILLE-N.BERN-WASHNGTN	40,100	39,580	99
ORANGE	M B RALEIGH-DURHAM	35,500	34,570	97
PAMLICO	D GREENVILLE-N.BERN-WASHNGTN	4,300	4,220	98
PASQUOTANK	D NORFOLK-PORTSMTH-NEWPT NWS	11,600	11,450	99
PENDER	M D WILMINGTON	10,500	10,190	97
PERQUIMANS	D NORFOLK-PORTSMTH-NEWPT NWS	4,500	4,420	98
PERSON	D RALEIGH-DURHAM	11,700	11,470	98
PITT	M C GREENVILLE-N.BERN-WASHNGTN	41,400	40,690	98
POLK	M C GREENVILLE-SPART-ASHEVILLE	6,000	5,860	98
RANDOLPH	M B GREENSBORO-H.POINT-W.SALEM	41,300	40,650	98
RICHMOND	C CHARLOTTE	18,200	17,840	98
ROBESON	C WILMINGTON	36,800	36,060	98
ROCKINGHAM	C GREENSBORO-H.POINT-W.SALEM	34,300	33,820	99
ROWAN	M B CHARLOTTE	42,300	41,810	99
RUTHERFORD	C GREENVILLE-SPART-ASHEVILLE	22,700	22,440	99
SAMPSON	C RALEIGH-DURHAM	19,300	19,070	99
SCOTLAND	D FLORENCE-MYRTLE BEACH	12,400	12,060	97
STANLY	C CHARLOTTE	20,400	20,190	99
STOKES	M B GREENSBORO-H.POINT-W.SALEM	14,100	13,850	98
SURRY	C GREENSBORO-H.POINT-W.SALEM	25,100	24,860	99
SWAIN	D GREENVILLE-SPART-ASHEVILLE	4,100	3,990	97
TRANSYLVANIA	D GREENVILLE-SPART-ASHEVILLE	10,700	10,550	99
TYRRELL	D GREENVILLE-N.BERN-WASHNGTN	1,400	1,370	98
UNION	M B CHARLOTTE	30,500	30,090	99
VANCE	D RALEIGH-DURHAM	14,600	14,410	99
WAKE	M B RALEIGH-DURHAM	160,600	158,380	99
WARREN	D RALEIGH-DURHAM	6,000	5,920	99
WASHINGTON	D GREENVILLE-N.BERN-WASHNGTN	5,200	5,080	98
WATAUGA	D CHARLOTTE	13,000	12,650	97
WAYNE	C RALEIGH-DURHAM	37,300	36,780	99
WILKES	C GREENSBORO-H.POINT-W.SALEM	24,200	23,710	98
WILSON	C RALEIGH-DURHAM	25,000	24,560	98
YADKIN	M B GREENSBORO-H.POINT-W.SALEM	11,900	11,690	98
YANCEY	D GREENVILLE-SPART-ASHEVILLE	6,100	5,870	96
	STATE TOTAL	2,544,400	2,503,200	
NORTH DAKOTA				
ADAMS	D MINOT-BISMARCK-DICKINSON	1,200	1,170	98
BARNES	D FARGO-VALLEY CITY	5,100	5,050	99
BENSON	D FARGO-VALLEY CITY	2,500	2,460	98
BILLINGS	D MINOT-BISMARCK-DICKINSON	400	400	100
BOTTINEAU	D MINOT-BISMARCK-DICKINSON	3,200	3,190	100
BOWMAN	D MINOT-BISMARCK-DICKINSON	1,600	1,580	99
BURKE	D MINOT-BISMARCK-DICKINSON	1,400	1,380	99
BURLEIGH	C MINOT-BISMARCK-DICKINSON	22,900	22,590	99

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
NORTH DAKOTA (CONT'D)				
CASS	C FARGO-VALLEY CITY	41,000	40,320	98
CAVALIER	D FARGO-VALLEY CITY	2,600	2,570	99
DICKEY	D FARGO-VALLEY CITY	2,500	2,470	99
DIVIDE	D MINOT-BISMARCK-DICKINSON	1,200	1,180	98
DUNN	D MINOT-BISMARCK-DICKINSON	1,600	1,570	98
EDDY	D FARGO-VALLEY CITY	1,300	1,290	99
EMMONS	D MINOT-BISMARCK-DICKINSON	2,000	1,980	99
FOSTER	D FARGO-VALLEY CITY	1,600	1,590	99
GOLDEN VALLEY	D MINOT-BISMARCK-DICKINSON	900	890	99
GRAND FORKS	C FARGO-VALLEY CITY	25,300	24,950	99
GRANT	D MINOT-BISMARCK-DICKINSON	1,500	1,480	99
GRIGGS	D FARGO-VALLEY CITY	1,400	1,390	99
HETTINGER	D MINOT-BISMARCK-DICKINSON	1,500	1,480	99
KIDDER	D MINOT-BISMARCK-DICKINSON	1,400	1,390	99
LA MOURE	D FARGO-VALLEY CITY	2,200	2,190	100
LOGAN	D MINOT-BISMARCK-DICKINSON	1,200	1,190	99
MCHENRY	D MINOT-BISMARCK-DICKINSON	2,800	2,760	99
MCINTOSH	D MINOT-BISMARCK-DICKINSON	1,900	1,810	95
MCKENZIE	D MINOT-BISMARCK-DICKINSON	2,500	2,480	99
MCLEAN	D MINOT-BISMARCK-DICKINSON	4,400	4,340	99
MERCER	D MINOT-BISMARCK-DICKINSON	5,000	4,910	98
MORTON	C MINOT-BISMARCK-DICKINSON	9,600	9,500	99
MOUNTRAIL	D MINOT-BISMARCK-DICKINSON	2,800	2,730	98
NELSON	D FARGO-VALLEY CITY	2,000	1,980	99
OLIVER	D MINOT-BISMARCK-DICKINSON	800	790	99
PEMBINA	D FARGO-VALLEY CITY	3,700	3,600	97
PIERCE	D MINOT-BISMARCK-DICKINSON	2,000	1,960	98
RAMSEY	D FARGO-VALLEY CITY	5,100	5,030	99
RANSOM	D FARGO-VALLEY CITY	2,400	2,360	98
RENVILLE	D MINOT-BISMARCK-DICKINSON	1,400	1,390	99
RICHLAND	D FARGO-VALLEY CITY	7,000	6,910	99
ROLETTE	D MINOT-BISMARCK-DICKINSON	3,900	3,830	98
SARGENT	D FARGO-VALLEY CITY	1,900	1,860	98
SHERIDAN	D MINOT-BISMARCK-DICKINSON	1,000	990	99
SIOUX	D MINOT-BISMARCK-DICKINSON	1,000	940	94
SLOPE	D MINOT-BISMARCK-DICKINSON	400	400	100
STARK	D MINOT-BISMARCK-DICKINSON	8,300	8,220	99
STEELE	D FARGO-VALLEY CITY	1,100	1,080	98
STUTSMAN	D FARGO-VALLEY CITY	9,300	9,140	98
TOWNER	D FARGO-VALLEY CITY	1,600	1,540	96
TRAILL	D FARGO-VALLEY CITY	3,400	3,370	99
WALSH	D FARGO-VALLEY CITY	5,600	5,500	98
WARD	C MINOT-BISMARCK-DICKINSON	21,600	21,220	98
WELLS	D MINOT-BISMARCK-DICKINSON	2,600	2,530	97
WILLIAMS	D MINOT-BISMARCK-DICKINSON	8,900	8,780	99
	STATE TOTAL	251,500	247,700	
OHIO				
ADAMS	D CINCINNATI	9,700	9,450	97
ALLEN	B LIMA	42,200	41,700	99
ASHLAND	C CLEVELAND	17,400	17,210	99
ASHTABULA	C CLEVELAND	37,800	37,370	99
ATHENS	C CHARLESTON-HUNTINGTON	20,200	19,780	98
AUGLAIZE	B DAYTON	16,800	16,690	99
BELMONT	M B WHEELING-STEUBENVILLE	30,600	30,340	99
BROWN	D CINCINNATI	13,400	13,200	99
BUTLER	A CINCINNATI	103,900	102,700	99
CARROLL	B CLEVELAND	10,300	10,140	98
CHAMPAIGN	B DAYTON	13,700	13,380	98
CLARK	M B DAYTON	56,600	56,030	99
CLERMONT	M A CINCINNATI	53,900	53,380	99
CLINTON	D CINCINNATI	14,100	13,910	99
COLUMBIANA	C YOUNGSTOWN	42,000	41,450	99
COSHOCTON	D COLUMBUS, OH	14,500	14,060	97
CRAWFORD	C CLEVELAND	19,000	18,690	98
CUYAHOGA	M A CLEVELAND	574,100	566,870	99
DARKE	C DAYTON	21,200	20,930	99
DEFIANCE	D TOLEDO	14,800	14,570	98
DELAWARE	M B COLUMBUS, OH	22,900	22,580	99
ERIE	C CLEVELAND	29,800	29,610	99
FAIRFIELD	M B COLUMBUS, OH	36,900	36,670	99
FAYETTE	D COLUMBUS, OH	10,400	10,270	99
FRANKLIN	M B COLUMBUS, OH	387,100	383,310	99
FULTON	M B TOLEDO	15,000	14,720	98
GALLIA	D CHARLESTON-HUNTINGTON	11,200	11,020	98
GEAUGA	M A CLEVELAND	26,800	26,370	98
GREENE	M B DAYTON	47,900	47,430	99
GUERNSEY	C WHEELING-STEUBENVILLE	15,300	15,070	98

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
OHIO (CONT'D)					
HAMILTON	M	A CINCINNATI	347,800	343,910	99
HANCOCK		C TOLEDO	25,600	25,310	99
HARDIN		D COLUMBUS, OH	12,200	12,040	99
HARRISON		D WHEELING-STEUBENVILLE	6,100	6,030	99
HENRY		D TOLEDO	10,700	10,600	99
HIGHLAND		D CINCINNATI	14,200	13,850	98
HOCKING		D COLUMBUS, OH	10,100	9,900	98
HOLMES		D CLEVELAND	9,200	8,260	90
HURON		C CLEVELAND	21,000	20,780	99
JACKSON		D CHARLESTON-HUNTINGTON	11,300	11,130	98
JEFFERSON	M	B WHEELING-STEUBENVILLE	31,600	31,250	99
KNOX		C COLUMBUS, OH	18,200	18,070	99
LAKE	M	A CLEVELAND	80,100	79,660	99
LAWRENCE	M	B CHARLESTON-HUNTINGTON	23,800	23,510	99
LICKING	M	C COLUMBUS, OH	48,600	48,060	99
LOGAN		D DAYTON	16,300	16,050	98
LORAIN	M	A CLEVELAND	98,500	97,470	99
LUCAS	M	B TOLEDO	184,000	182,120	99
MADISON	M	B COLUMBUS, OH	11,500	11,170	97
MAHONING	M	B YOUNGSTOWN	104,000	103,110	99
MARION		C COLUMBUS, OH	23,900	23,660	99
MEDINA	M	A CLEVELAND	41,700	41,360	99
MEIGS		D CHARLESTON-HUNTINGTON	9,300	9,110	98
MERCER		D DAYTON	13,800	13,670	99
MIAMI	M	B DAYTON	35,300	34,830	99
MONROE		D WHEELING-STEUBENVILLE	6,100	6,000	98
MONTGOMERY	M	B DAYTON	231,600	229,540	99
MORGAN		D ZANESVILLE	5,200	5,130	99
MORROW		D COLUMBUS, OH	10,200	10,070	99
MUSKINGUM		C ZANESVILLE	32,600	32,200	99
NOBLE		D WHEELING-STEUBENVILLE	4,300	4,070	95
OTTAWA	M	B TOLEDO	15,800	15,670	99
PAULDING		D FT. WAYNE	7,800	7,680	98
PERRY		D COLUMBUS, OH	11,800	11,620	98
PICKAWAY	M	B COLUMBUS, OH	15,400	15,270	99
PIKE		D COLUMBUS, OH	9,500	9,210	97
PORTAGE		A CLEVELAND	50,300	49,660	99
PREBLE	M	B DAYTON	15,400	15,100	98
PUTNAM		B TOLEDO	11,600	11,500	99
RICHLAND		C CLEVELAND	49,400	48,660	99
ROSS		C COLUMBUS, OH	24,600	24,310	99
SANDUSKY		C TOLEDO	23,700	23,480	99
SCIOTO		C CHARLESTON-HUNTINGTON	30,600	30,050	98
SENECA		C TOLEDO	22,300	22,030	99
SHELBY		C DAYTON	15,500	15,370	99
STARK		B CLEVELAND	141,600	139,590	99
SUMMIT		A CLEVELAND	200,100	197,860	99
TRUMBULL	M	B YOUNGSTOWN	87,600	86,990	99
TUSCARAWAS		C CLEVELAND	34,100	33,470	98
UNION	M	D COLUMBUS, OH	11,700	11,570	99
VAN WERT		B FT. WAYNE	11,900	11,830	99
VINTON		D CHARLESTON-HUNTINGTON	4,300	4,180	97
WARREN	M	A CINCINNATI	39,300	38,830	99
WASHINGTON	M	B PARKERSBURG	24,100	23,760	99
WAYNE		C CLEVELAND	37,900	36,990	98
WILLIAMS		D TOLEDO	14,800	14,590	99
WOOD	M	B TOLEDO	39,800	39,220	99
WYANDOT		D TOLEDO	8,200	8,090	99
		STATE TOTAL	4,187,600	4,137,400	
OKLAHOMA					
ADAIR		D TULSA	7,400	7,120	96
ALFALFA		D OKLAHOMA CITY	2,400	2,340	98
ATOKA		D ADA-ARDMORE	4,700	4,590	98
BEAVER		D WICHITA-HUTCHINSON PLUS	2,900	2,860	99
BECKHAM		D OKLAHOMA CITY	8,100	7,900	98
BLAINE		D OKLAHOMA CITY	5,000	4,900	98
BRYAN	M	D ADA-ARDMORE	13,700	13,320	97
CADDO		D OKLAHOMA CITY	12,500	12,240	98
CANADIAN	M	B OKLAHOMA CITY	26,700	26,320	99
CARTER	M	C ADA-ARDMORE	17,900	17,520	98
CHEROKEE		D TULSA	13,000	12,760	98
CHOCTAW		D ADA-ARDMORE	6,200	5,940	96
CIMARRON		D AMARILLO	1,600	1,560	98
CLEVELAND	M	B OKLAHOMA CITY	62,100	61,240	99
COAL		D ADA-ARDMORE	2,200	2,130	97
COMANCHE	M	C WICHITA FALLS & LAWTON	40,100	39,330	98
COTTON	M	D WICHITA FALLS & LAWTON	2,800	2,770	99
CRAIG		D TULSA	5,700	5,600	98
CREEK	M	B TULSA	24,400	23,840	98
CUSTER		D OKLAHOMA CITY	11,800	11,580	98
DELAWARE		D TULSA	11,800	11,410	97
DEWEY		D OKLAHOMA CITY	2,100	2,040	97
ELLIS		D OKLAHOMA CITY	2,000	1,940	97
GARFIELD		C OKLAHOMA CITY	23,700	23,320	98
GARVIN		D OKLAHOMA CITY	11,100	10,900	98
GRADY		D OKLAHOMA CITY	16,400	16,170	99
GRANT		D OKLAHOMA CITY	2,300	2,250	98
GREER		D OKLAHOMA CITY	2,700	2,670	99
HARMON		D OKLAHOMA CITY	1,700	1,670	98
HARPER		D OKLAHOMA CITY	1,800	1,740	97
HASKELL		D TULSA	4,800	4,700	98
HUGHES		D OKLAHOMA CITY	5,700	5,690	100
JACKSON		D WICHITA FALLS & LAWTON	11,000	10,760	98
JEFFERSON		D WICHITA FALLS & LAWTON	3,200	3,140	98
JOHNSTON	M	D ADA-ARDMORE	4,000	3,930	98
KAY		C OKLAHOMA CITY	20,400	19,930	98
KINGFISHER		D OKLAHOMA CITY	5,300	5,220	98
KIOWA		D OKLAHOMA CITY	5,100	5,000	98
LATIMER		D TULSA	3,900	3,820	98
LE FLORE	M	B FT. SMITH	18,100	17,610	97
LINCOLN		D OKLAHOMA CITY	11,900	11,680	98
LOGAN	M	D OKLAHOMA CITY	11,200	11,060	99
LOVE		D ADA-ARDMORE	3,300	3,210	97
MCCLAIN	M	B OKLAHOMA CITY	9,400	9,160	97
MCCURTAIN		D SHREVEPORT	13,400	12,710	95
MCINTOSH		D TULSA	7,300	7,210	99
MAJOR		D OKLAHOMA CITY	3,200	3,000	94
MARSHALL	M	D ADA-ARDMORE	5,200	5,100	98
MAYES	M	B TULSA	13,400	13,170	98
MURRAY		D OKLAHOMA CITY	5,000	4,920	98
MUSKOGEE		C TULSA	27,100	26,600	98
NOBLE		D OKLAHOMA CITY	4,900	4,850	99
NOWATA		D TULSA	4,300	4,190	97
OKFUSKEE		D TULSA	4,300	3,980	93
OKLAHOMA	M	B OKLAHOMA CITY	254,600	250,880	99
OKMULGEE		D TULSA	15,300	14,980	98
OSAGE	M	B TULSA	15,500	15,150	98
OTTAWA		D JOPLIN-PITTSBURG	12,800	12,570	98
PAWNEE		D TULSA	6,900	6,830	99
PAYNE		C OKLAHOMA CITY	24,500	23,870	97
PITTSBURG		C TULSA	17,300	16,930	98
PONTOTOC	M	D ADA-ARDMORE	13,400	13,160	98
POTTAWATOMIE	M	B OKLAHOMA CITY	22,600	22,120	98
PUSHMATAHA		D ADA-ARDMORE	5,100	4,820	95
ROGER MILLS		D OKLAHOMA CITY	1,800	1,730	96
ROGERS	M	B TULSA	20,700	20,370	98
SEMINOLE		D OKLAHOMA CITY	10,500	10,340	98
SEQUOYAH	M	B FT. SMITH	13,300	12,870	97
STEPHENS		C WICHITA FALLS & LAWTON	17,100	16,710	98
TEXAS		D AMARILLO	6,300	6,160	98
TILLMAN	M	D WICHITA FALLS & LAWTON	4,100	4,030	98
TULSA	M	B TULSA	216,400	212,960	98
WAGONER	M	B TULSA	18,800	18,430	98
WASHINGTON		C TULSA	17,700	17,500	99
WASHITA		D OKLAHOMA CITY	4,900	4,810	98
WOODS		D OKLAHOMA CITY	4,000	3,960	99
WOODWARD		D OKLAHOMA CITY	7,600	7,410	98
		STATE TOTAL	1,283,400	1,259,200	
OREGON					
BAKER		D PORTLAND, OR	6,000	5,680	95
BENTON		C EUGENE	24,500	23,000	94
CLACKAMAS	M	B PORTLAND, OR	100,400	98,450	98
CLATSOP		D PORTLAND, OR	13,100	12,390	95
COLUMBIA		D PORTLAND, OR	14,000	13,460	96
COOS		C EUGENE	23,900	23,150	97
CROOK		D PORTLAND, OR	5,600	5,450	97
CURRY		D MEDFORD-KLAMATH FALLS	8,100	7,840	97
DESCHUTES	M	C BEND, OR	28,000	27,200	97
DOUGLAS		C EUGENE	36,300	34,700	96
GILLIAM		D PORTLAND, OR	800	770	96
GRANT		D BOISE	3,300	3,030	92
HARNEY		D PORTLAND, OR	2,900	2,740	94

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
OREGON (CONT'D)					
HOOD RIVER	D	PORTLAND, OR	6,400	6,210	97
JACKSON	M C	MEDFORD-KLAMATH FALLS	57,300	55,330	97
JEFFERSON	D	PORTLAND, OR	4,800	4,570	95
JOSEPHINE	C	MEDFORD-KLAMATH FALLS	30,000	29,090	97
KLAMATH	C	MEDFORD-KLAMATH FALLS	22,500	21,840	97
LAKE	D	MEDFORD-KLAMATH FALLS	3,000	2,880	96
LANE	M B	EUGENE	108,400	105,030	97
LINCOLN	D	PORTLAND, OR	16,500	15,780	96
LINN	C	PORTLAND, OR	34,700	33,840	98
MALHEUR	D	BOISE	9,600	9,390	98
MARION	M B	PORTLAND, OR	85,400	83,330	98
MORROW	D	YAKIMA	2,800	2,690	96
MULTNOMAH	M B	PORTLAND, OR	244,600	237,260	97
POLK	B	PORTLAND, OR	18,600	17,890	96
SHERMAN	D	PORTLAND, OR	700	690	99
TILLAMOOK	D	PORTLAND, OR	8,800	8,440	96
UMATILLA	C	YAKIMA	21,500	20,580	96
UNION	D	PORTLAND, OR	8,500	7,950	94
WALLOWA	D	SPOKANE	3,000	2,880	96
WASCO	D	PORTLAND, OR	8,200	7,710	94
WASHINGTON	M B	PORTLAND, OR	113,600	111,890	98
WHEELER	D	PORTLAND, OR	700	630	90
YAMHILL	C	PORTLAND, OR	22,100	21,120	96
		STATE TOTAL	1,098,600	1,064,880	
PENNSYLVANIA					
ADAMS	M B	HARRISBURG-LNCSTR-LEB-YORK	27,000	26,420	98
ALLEGHENY	M A	PITTSBURGH	549,200	542,770	99
ARMSTRONG	C	PITTSBURGH	30,200	29,920	99
BEAVER	M A	PITTSBURGH	71,600	70,680	99
BEDFORD	C	JOHNSTOWN-ALTOONA	18,200	17,880	98
BERKS	B	PHILADELPHIA	132,300	130,380	99
BLAIR	M C	JOHNSTOWN-ALTOONA	50,800	50,070	99
BRADFORD	C	WILKES BARRE-SCRANTON	24,800	24,210	98
BUCKS	M A	PHILADELPHIA	199,000	197,430	99
BUTLER	C	PITTSBURGH	56,600	56,150	99
CAMBRIA	M B	JOHNSTOWN-ALTOONA	62,400	61,830	99
CAMERON	D	JOHNSTOWN-ALTOONA	2,800	2,720	97
CARBON	B	WILKES BARRE-SCRANTON	22,600	22,350	99
CENTRE		JOHNSTOWN-ALTOONA	40,700	39,610	97
CHESTER	M A	PHILADELPHIA	134,000	131,950	98
CLARION	C	PITTSBURGH	14,900	14,610	98
CLEARFIELD	C	JOHNSTOWN-ALTOONA	30,700	30,220	98
CLINTON	D	WILKES BARRE-SCRANTON	14,500	14,310	99
COLUMBIA	M C	WILKES BARRE-SCRANTON	23,300	23,050	99
CRAWFORD	C	ERIE	32,400	31,710	98
CUMBERLAND	M B	HARRISBURG-LNCSTR-LEB-YORK	75,800	74,720	99
DAUPHIN	M B	HARRISBURG-LNCSTR-LEB-YORK	98,800	97,500	99
DELAWARE	M A	PHILADELPHIA	210,900	209,210	99
ELK	D	JOHNSTOWN-ALTOONA	14,000	13,770	98
ERIE	M B	ERIE	104,200	103,350	99
FAYETTE	M B	PITTSBURGH	57,200	56,520	99
FOREST	D	PITTSBURGH	1,900	1,840	97
FRANKLIN	C	WASHINGTON, DC	46,900	45,340	97
FULTON	D	JOHNSTOWN-ALTOONA	5,700	5,570	98
GREENE	C	PITTSBURGH	15,400	15,080	98
HUNTINGDON	C	JOHNSTOWN-ALTOONA	15,600	15,200	97
INDIANA	C	PITTSBURGH	33,000	32,490	98
JEFFERSON	C	JOHNSTOWN-ALTOONA	19,100	18,790	98
JUNIATA	D	HARRISBURG-LNCSTR-LEB-YORK	7,900	7,780	98
LACKAWANNA	M B	WILKES BARRE-SCRANTON	85,900	85,210	99
LANCASTER	M B	HARRISBURG-LNCSTR-LEB-YORK	156,300	147,990	95
LAWRENCE	C	PITTSBURGH	37,800	37,420	99
LEBANON	M C	HARRISBURG-LNCSTR-LEB-YORK	43,000	41,830	97
LEHIGH	B	PHILADELPHIA	117,200	115,830	99
LUZERNE	M B	WILKES BARRE-SCRANTON	130,100	128,790	99
LYCOMING	C	WILKES BARRE-SCRANTON	45,200	44,100	98
MCKEAN	C	BUFFALO	18,100	17,840	99
MERCER	C	YOUNGSTOWN	46,100	45,580	99
MIFFLIN	C	HARRISBURG-LNCSTR-LEB-YORK	18,500	17,850	96
MONROE	M B	WILKES BARRE-SCRANTON	37,600	37,100	99
MONTGOMERY	M A	PHILADELPHIA	262,600	260,050	99
MONTOUR	D	WILKES BARRE-SCRANTON	6,300	6,180	98
NORTHAMPTON	B	PHILADELPHIA	95,300	93,790	98
NORTHUMBERLND	C	WILKES BARRE-SCRANTON	40,900	40,050	98
PERRY	M B	HARRISBURG-LNCSTR-LEB-YORK	16,100	15,730	98
PHILADELPHIA	M A	PHILADELPHIA	642,200	631,220	98

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
PENNSYLVANIA (CONT'D)					
PIKE	D	NEW YORK	11,600	11,390	98
POTTER	D	BUFFALO	7,000	6,620	95
SCHUYLKILL	B	WILKES BARRE-SCRANTON	62,700	61,470	98
SNYDER	D	WILKES BARRE-SCRANTON	13,200	12,900	98
SOMERSET	M B	JOHNSTOWN-ALTOONA	31,100	30,500	98
SULLIVAN	D	WILKES BARRE-SCRANTON	2,300	2,260	98
SUSQUEHANNA	B	WILKES BARRE-SCRANTON	15,900	15,590	98
TIOGA	C	ELMIRA	15,300	14,750	96
UNION	D	WILKES BARRE-SCRANTON	11,600	11,110	96
VENANGO	C	PITTSBURGH	23,700	23,330	98
WARREN	C	ERIE	17,400	16,910	97
WASHINGTON	M A	PITTSBURGH	81,300	80,320	99
WAYNE	D	WILKES BARRE-SCRANTON	16,100	15,520	96
WESTMORELAND	M A	PITTSBURGH	145,600	144,200	99
WYOMING	M D	WILKES BARRE-SCRANTON	10,800	10,600	98
YORK	M B	HARRISBURG-LNCSTR-LEB-YORK	132,900	131,120	99
		STATE TOTAL	4,642,100	4,570,580	
RHODE ISLAND					
BRISTOL	M B	PROVIDENCE-NEW BEDFORD	16,800	16,700	99
KENT	M B	PROVIDENCE-NEW BEDFORD	60,400	60,040	99
NEWPORT	C	PROVIDENCE-NEW BEDFORD	31,300	30,960	99
PROVIDENCE	M B	PROVIDENCE-NEW BEDFORD	226,500	223,940	99
WASHINGTON	B	PROVIDENCE-NEW BEDFORD	38,900	38,580	99
		STATE TOTAL	373,900	370,220	
SOUTH CAROLINA					
ABBEVILLE	D	GREENVILLE-SPART-ASHEVILLE	8,800	8,600	98
AIKEN	M B	AUGUSTA	48,600	47,880	99
ALLENDALE	D	AUGUSTA	3,800	3,720	98
ANDERSON	C	GREENVILLE-SPART-ASHEVILLE	56,800	56,030	99
BAMBERG	D	AUGUSTA	6,000	5,810	97
BARNWELL	D	AUGUSTA	8,000	7,840	98
BEAUFORT	C	SAVANNAH	32,800	32,250	98
BERKELEY	M B	CHARLESTON, SC	45,500	44,730	98
CALHOUN	D	COLUMBIA, SC	4,700	4,580	97
CHARLESTON	M B	CHARLESTON, SC	107,800	106,090	98
CHEROKEE	C	GREENVILLE-SPART-ASHEVILLE	15,900	15,710	99
CHESTER	D	CHARLOTTE	11,300	11,140	99
CHESTERFIELD	D	CHARLOTTE	15,200	14,850	98
CLARENDON	D	COLUMBIA, SC	10,300	10,020	97
COLLETON	D	CHARLESTON, SC	13,200	12,930	98
DARLINGTON	C	FLORENCE-MYRTLE BEACH	23,900	23,580	99
DILLON	D	FLORENCE-MYRTLE BEACH	10,800	10,630	98
DORCHESTER	M B	CHARLESTON, SC	29,200	28,740	98
EDGEFIELD	D	AUGUSTA	6,400	6,330	99
FAIRFIELD	D	COLUMBIA, SC	7,200	7,010	97
FLORENCE	C	FLORENCE-MYRTLE BEACH	43,800	43,210	99
GEORGETOWN	C	CHARLESTON, SC	18,200	17,880	98
GREENVILLE	M B	GREENVILLE-SPART-ASHEVILLE	126,100	124,490	99
GREENWOOD	C	GREENVILLE-SPART-ASHEVILLE	24,000	23,720	99
HAMPTON	D	SAVANNAH	7,200	7,030	98
HORRY	C	FLORENCE-MYRTLE BEACH	56,600	55,580	98
JASPER	M D	SAVANNAH	5,700	5,550	97
KERSHAW	D	COLUMBIA, SC	17,500	17,230	98
LANCASTER	C	CHARLOTTE	21,300	21,030	99
LAURENS	C	GREENVILLE-SPART-ASHEVILLE	19,600	19,380	99
LEE	D	COLUMBIA, SC	6,000	5,840	97
LEXINGTON	M B	COLUMBIA, SC	67,300	66,480	99
MCCORMICK	D	AUGUSTA	2,100	2,060	98
MARION	D	FLORENCE-MYRTLE BEACH	12,300	12,080	98
MARLBORO	D	FLORENCE-MYRTLE BEACH	10,900	10,720	98
NEWBERRY	D	COLUMBIA, SC	12,900	12,620	98
OCONEE	C	GREENVILLE-SPART-ASHEVILLE	22,800	22,440	98
ORANGEBURG	C	COLUMBIA, SC	32,600	31,980	98
PICKENS	M B	GREENVILLE-SPART-ASHEVILLE	33,500	32,920	98
RICHLAND	M B	COLUMBIA, SC	105,600	104,150	99
SALUDA	D	COLUMBIA, SC	6,000	5,920	99
SPARTANBURG	M B	GREENVILLE-SPART-ASHEVILLE	84,700	83,640	99
SUMTER	C	COLUMBIA, SC	34,400	33,790	98
UNION	D	GREENVILLE-SPART-ASHEVILLE	11,400	11,190	98
WILLIAMSBURG	D	CHARLESTON, SC	13,200	12,950	98
YORK	M C	CHARLOTTE	47,900	47,450	99
		STATE TOTAL	1,309,800	1,289,800	

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
SOUTH DAKOTA				
AURORA	D SIOUX FALLS(MITCHELL)	1,100	1,080	98
BEADLE	D SIOUX FALLS(MITCHELL)	7,400	7,280	98
BENNETT	D RAPID CITY	1,000	970	97
BON HOMME	D SIOUX FALLS(MITCHELL)	2,600	2,570	99
BROOKINGS	D SIOUX FALLS(MITCHELL)	9,000	8,800	98
BROWN	D SIOUX FALLS(MITCHELL)	14,600	14,380	98
BRULE	D SIOUX FALLS(MITCHELL)	2,000	1,980	99
BUFFALO	D SIOUX FALLS(MITCHELL)	400	380	95
BUTTE	D RAPID CITY	3,300	3,160	96
CAMPBELL	D MINOT-BISMARCK-DICKINSON	800	780	98
CHARLES MIX	D SIOUX FALLS(MITCHELL)	3,300	3,250	98
CLARK	D SIOUX FALLS(MITCHELL)	1,900	1,870	98
CLAY	D SIOUX FALLS(MITCHELL)	4,800	4,690	98
CODINGTON	D SIOUX FALLS(MITCHELL)	8,900	8,800	99
CORSON	D MINOT-BISMARCK-DICKINSON	1,500	1,460	97
CUSTER	D RAPID CITY	2,800	2,670	95
DAVISON	D SIOUX FALLS(MITCHELL)	6,700	6,590	98
DAY	D SIOUX FALLS(MITCHELL)	2,900	2,850	98
DEUEL	D SIOUX FALLS(MITCHELL)	1,800	1,760	98
DEWEY	D MINOT-BISMARCK-DICKINSON	1,500	1,460	97
DOUGLAS	D SIOUX FALLS(MITCHELL)	1,400	1,330	95
EDMUNDS	D SIOUX FALLS(MITCHELL)	1,700	1,650	97
FALL RIVER	D RAPID CITY	3,200	3,050	95
FAULK	D SIOUX FALLS(MITCHELL)	1,200	1,180	98
GRANT	D SIOUX FALLS(MITCHELL)	3,200	3,130	98
GREGORY	D SIOUX FALLS(MITCHELL)	2,100	2,080	99
HAAKON	D RAPID CITY	1,000	970	97
HAMLIN	D SIOUX FALLS(MITCHELL)	1,900	1,850	97
HAND	D SIOUX FALLS(MITCHELL)	1,800	1,780	99
HANSON	D SIOUX FALLS(MITCHELL)	1,100	1,090	99
HARDING	D RAPID CITY	600	590	98
HUGHES	D SIOUX FALLS(MITCHELL)	6,400	6,350	99
HUTCHINSON	D SIOUX FALLS(MITCHELL)	3,300	3,240	98
HYDE	D SIOUX FALLS(MITCHELL)	900	890	99
JACKSON	D RAPID CITY	1,200	1,170	98
JERAULD	D SIOUX FALLS(MITCHELL)	1,100	1,090	99
JONES	D SIOUX FALLS(MITCHELL)	600	590	98
KINGSBURY	D SIOUX FALLS(MITCHELL)	2,600	2,580	99
LAKE	D SIOUX FALLS(MITCHELL)	4,300	4,240	99
LAWRENCE	M D RAPID CITY	8,400	8,190	98
LINCOLN	D SIOUX FALLS(MITCHELL)	5,400	5,340	99
LYMAN	D SIOUX FALLS(MITCHELL)	1,300	1,290	99
MCCOOK	D SIOUX FALLS(MITCHELL)	2,400	2,380	99
MCPHERSON	D SIOUX FALLS(MITCHELL)	1,500	1,460	97
MARSHALL	D SIOUX FALLS(MITCHELL)	2,000	1,960	98
MEADE	M D RAPID CITY	8,600	8,440	98
MELLETTE	D SIOUX FALLS(MITCHELL)	700	650	93
MINER	D SIOUX FALLS(MITCHELL)	1,400	1,380	99
MINNEHAHA	C SIOUX FALLS(MITCHELL)	52,200	51,590	99
MOODY	D SIOUX FALLS(MITCHELL)	2,400	2,390	100
PENNINGTON	M C RAPID CITY	32,400	32,000	99
PERKINS	D RAPID CITY	1,800	1,740	97
POTTER	D SIOUX FALLS(MITCHELL)	1,300	1,280	98
ROBERTS	D SIOUX FALLS(MITCHELL)	3,800	3,680	97
SANBORN	D SIOUX FALLS(MITCHELL)	1,200	1,180	98
SHANNON	D RAPID CITY	2,600	2,490	96
SPINK	D SIOUX FALLS(MITCHELL)	3,200	3,130	98
STANLEY	D SIOUX FALLS(MITCHELL)	900	880	98
SULLY	D SIOUX FALLS(MITCHELL)	700	690	99
TODD	D SIOUX FALLS(MITCHELL)	1,900	1,820	96
TRIPP	D SIOUX FALLS(MITCHELL)	2,700	2,650	98
TURNER	D SIOUX FALLS(MITCHELL)	3,400	3,320	98
UNION	D SIOUX CITY	4,200	4,140	99
WALWORTH	D MINOT-BISMARCK-DICKINSON	2,700	2,630	97
YANKTON	D SIOUX FALLS(MITCHELL)	7,300	7,160	98
ZIEBACH	D RAPID CITY	600	500	83
	STATE TOTAL	274,900	270,010	
TENNESSEE				
ANDERSON	M B KNOXVILLE	28,500	28,150	99
BEDFORD	D NASHVILLE	11,400	11,280	99
BENTON	D NASHVILLE	6,200	5,960	96
BLEDSOE	D CHATTANOOGA	3,500	3,370	96
BLOUNT	M B KNOXVILLE	33,900	33,500	99
BRADLEY	C CHATTANOOGA	28,200	27,760	98
CAMPBELL	D KNOXVILLE	14,000	13,420	96
CANNON	D NASHVILLE	4,300	4,160	97

COUNTY & SIZE	DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TENNESSEE (CONT'D)				
CARROLL	D JACKSON, TN	11,100	10,830	98
CARTER	M B TRI-CITIES, TN-VA	20,400	20,190	99
CHEATHAM	M B NASHVILLE	10,100	9,970	99
CHESTER	D MEMPHIS	5,200	5,040	97
CLAIBORNE	D KNOXVILLE	10,200	9,950	98
CLAY	D NASHVILLE	3,100	2,990	96
COCKE	D KNOXVILLE	11,600	11,380	98
COFFEE	D NASHVILLE	16,700	16,370	98
CROCKETT	D MEMPHIS	5,300	5,230	99
CUMBERLAND	D KNOXVILLE	13,200	12,810	97
DAVIDSON	M B NASHVILLE	210,000	207,290	99
DECATUR	D NASHVILLE	4,400	4,280	97
DE KALB	D NASHVILLE	5,900	5,650	96
DICKSON	M B NASHVILLE	13,500	13,340	99
DYER	D MEMPHIS	13,900	13,550	97
FAYETTE	D MEMPHIS	8,800	8,570	97
FENTRESS	D KNOXVILLE	5,800	5,410	93
FRANKLIN	D NASHVILLE	12,700	12,330	97
GIBSON	C MEMPHIS	19,200	18,980	99
GILES	D NASHVILLE	9,600	9,450	98
GRAINGER	M D KNOXVILLE	6,700	6,550	98
GREENE	C TRI-CITIES, TN-VA	21,500	20,980	98
GRUNDY	D CHATTANOOGA	5,000	4,880	98
HAMBLEN	C KNOXVILLE	20,800	20,350	98
HAMILTON	M B CHATTANOOGA	116,600	115,040	99
HANCOCK	D KNOXVILLE	2,300	2,250	98
HARDEMAN	D MEMPHIS	8,700	8,510	98
HARDIN	M D JACKSON, TN	8,700	8,450	97
HAWKINS	M B TRI-CITIES, TN-VA	18,000	17,560	98
HAYWOOD	D MEMPHIS	7,100	6,900	97
HENDERSON	M D JACKSON, TN	9,300	8,930	96
HENRY	D NASHVILLE	11,800	11,500	97
HICKMAN	D NASHVILLE	6,200	6,050	98
HOUSTON	D NASHVILLE	2,400	2,310	96
HUMPHREYS	D NASHVILLE	6,400	6,310	99
JACKSON	D NASHVILLE	3,300	3,210	97
JEFFERSON	M D KNOXVILLE	12,900	12,690	98
JOHNSON	D TRI-CITIES, TN-VA	5,500	5,390	98
KNOX	M B KNOXVILLE	136,100	134,250	99
LAKE	D PADUCAH-C.GIRARDEAU-HARRBG	2,500	2,440	98
LAUDERDALE	D MEMPHIS	9,500	9,280	98
LAWRENCE	D NASHVILLE	13,700	13,400	98
LEWIS	D NASHVILLE	3,800	3,760	99
LINCOLN	D HUNTSVILLE-DECATUR, FLOR	10,900	10,690	98
LOUDON	D KNOXVILLE	12,500	12,320	99
MCMINN	C CHATTANOOGA	16,400	16,230	99
MCNAIRY	D MEMPHIS	9,800	9,540	97
MACON	D NASHVILLE	6,400	6,290	98
MADISON	M C JACKSON, TN	30,700	30,170	98
MARION	M B CHATTANOOGA	9,800	9,630	98
MARSHALL	D NASHVILLE	8,400	8,210	98
MAURY	C NASHVILLE	21,700	21,440	99
MEIGS	D CHATTANOOGA	3,000	2,950	98
MONROE	D KNOXVILLE	11,500	11,320	98
MONTGOMERY	B NASHVILLE	35,800	35,320	99
MOORE	D NASHVILLE	1,700	1,630	96
MORGAN	D KNOXVILLE	5,800	5,680	98
OBION	D PADUCAH-C.GIRARDEAU-HARRBG	13,100	12,890	98
OVERTON	D NASHVILLE	6,900	6,700	97
PERRY	D NASHVILLE	2,600	2,490	96
PICKETT	D NASHVILLE	1,600	1,570	98
POLK	D CHATTANOOGA	4,900	4,790	98
PUTNAM	C NASHVILLE	20,200	19,700	98
RHEA	D CHATTANOOGA	9,600	9,390	98
ROANE	C KNOXVILLE	19,100	18,860	99
ROBERTSON	M B NASHVILLE	16,000	15,820	99
RUTHERFORD	M B NASHVILLE	42,300	41,660	98
SCOTT	D KNOXVILLE	7,400	7,210	97
SEQUATCHIE	M B CHATTANOOGA	3,400	3,320	98
SEVIER	M C KNOXVILLE	20,100	19,800	99
SHELBY	M B MEMPHIS	310,700	306,690	99
SMITH	D NASHVILLE	5,700	5,620	99
STEWART	D NASHVILLE	3,900	3,780	97
SULLIVAN	M B TRI-CITIES, TN-VA	59,500	58,740	99
SUMNER	M B NASHVILLE	37,600	37,080	99
TIPTON	M B MEMPHIS	13,500	13,280	98
TROUSDALE	D NASHVILLE	2,700	2,640	98
UNICOI	M B TRI-CITIES, TN-VA	6,400	6,190	97
UNION	M B KNOXVILLE	5,000	4,910	98

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TENNESSEE (CONT'D)					
VAN BUREN	D	NASHVILLE	1,500	1,400	93
WARREN	D	NASHVILLE	13,400	13,140	98
WASHINGTON	M B	TRI-CITIES, TN-VA	35,800	35,230	98
WAYNE	D	NASHVILLE	5,400	5,180	96
WEAKLEY	D	PADUCAH-C.GIRARDEAU-HARRBG	12,500	12,270	98
WHITE	D	NASHVILLE	8,200	7,900	96
WILLIAMSON	M B	NASHVILLE	28,400	27,970	98
WILSON	M B	NASHVILLE	26,100	25,790	99
		STATE TOTAL	1,907,400	1,875,630	
TEXAS					
ANDERSON	D	DALLAS-FT. WORTH	14,800	14,460	98
ANDREWS	D	ODESSA-MIDLAND	5,100	5,080	100
ANGELINA	C	TYLER	24,900	24,180	97
ARANSAS	D	CORPUS CHRISTI	7,000	6,780	97
ARCHER	M D	WICHITA FALLS & LAWTON	3,100	3,070	99
ARMSTRONG	M D	AMARILLO	800	790	99
ATASCOSA	D	SAN ANTONIO	10,700	10,440	98
AUSTIN	D	HOUSTON	7,800	7,620	98
BAILEY	D	LUBBOCK	2,700	2,590	96
BANDERA	D	SAN ANTONIO	4,200	4,060	97
BASTROP	D	AUSTIN	14,500	14,060	97
BAYLOR	M D	WICHITA FALLS & LAWTON	1,800	1,760	98
BEE	D	CORPUS CHRISTI	9,000	8,810	98
BELL	M B	WACO-TEMPLE	67,600	66,640	99
BEXAR	M B	SAN ANTONIO	425,300	417,260	98
BLANCO	D	AUSTIN	2,800	2,720	97
BORDEN	D	LUBBOCK	300	290	97
BOSQUE	D	DALLAS-FT. WORTH	6,500	6,400	98
BOWIE	M C	SHREVEPORT	31,500	31,110	99
BRAZORIA	M A	HOUSTON	63,900	63,030	99
BRAZOS	C	WACO-TEMPLE	47,300	46,040	97
BREWSTER	D	ODESSA-MIDLAND	3,000	2,800	93
BRISCOE	D	AMARILLO	1,000	970	97
BROOKS	D	CORPUS CHRISTI	2,700	2,610	97
BROWN	D	ABILENE-SWEETWATER	14,100	13,750	98
BURLESON	D	WACO-TEMPLE	5,400	5,220	97
BURNET	D	AUSTIN	10,800	10,640	99
CALDWELL	D	AUSTIN	9,700	9,430	97
CALHOUN	D	HOUSTON	7,500	7,360	98
CALLAHAN	C	ABILENE-SWEETWATER	4,900	4,820	98
CAMERON	M B	HARLINGEN-WESLACO-BRNSVLLE	80,400	78,180	97
CAMP	D	SHREVEPORT	4,200	4,100	98
CARSON	M D	AMARILLO	2,400	2,370	99
CASS	D	SHREVEPORT	11,200	11,030	98
CASTRO	D	AMARILLO	3,300	3,260	99
CHAMBERS	D	HOUSTON	7,600	7,430	98
CHEROKEE	M D	TYLER	15,100	14,730	98
CHILDRESS	D	AMARILLO	2,500	2,420	97
CLAY	M C	WICHITA FALLS & LAWTON	4,100	4,050	99
COCHRAN	D	LUBBOCK	1,600	1,580	99
COKE	D	ABILENE-SWEETWATER	1,300	1,280	98
COLEMAN	D	ABILENE-SWEETWATER	4,100	4,000	98
COLLIN	M A	DALLAS-FT. WORTH	79,800	78,590	98
COLLINGSWORTH	D	AMARILLO	1,700	1,640	96
COLORADO	D	HOUSTON	7,300	7,120	98
COMAL	M B	SAN ANTONIO	20,100	19,730	98
COMANCHE	D	DALLAS-FT. WORTH	5,000	4,880	98
CONCHO	D	SAN ANGELO	1,100	1,080	98
COOKE	D	DALLAS-FT. WORTH	11,800	11,520	98
CORYELL	M B	WACO-TEMPLE	17,500	17,200	98
COTTLE	D	AMARILLO	1,000	970	97
CRANE	D	ODESSA-MIDLAND	1,600	1,580	99
CROCKETT	D	SAN ANGELO	1,500	1,450	97
CROSBY	D	LUBBOCK	2,800	2,770	99
CULBERSON	D	EL PASO	1,000	940	94
DALLAM	D	AMARILLO	2,400	2,340	98
DALLAS	M A	DALLAS-FT. WORTH	750,300	738,600	98
DAWSON	D	LUBBOCK	5,300	5,200	98
DEAF SMITH	D	AMARILLO	6,500	6,370	98
DELTA	D	DALLAS-FT. WORTH	1,800	1,750	97
DENTON	M A	DALLAS-FT. WORTH	85,600	84,020	98
DE WITT	D	SAN ANTONIO	7,200	7,050	98
DICKENS	D	LUBBOCK	1,200	1,170	98
DIMMIT	D	SAN ANTONIO	3,300	3,080	93
DONLEY	D	AMARILLO	1,600	1,490	93
DUVAL	D	CORPUS CHRISTI	4,100	3,950	96

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TEXAS (CONT'D)					
EASTLAND	D	ABILENE-SWEETWATER	7,800	7,630	98
ECTOR	M C	ODESSA-MIDLAND	46,500	45,800	98
EDWARDS	D	SAN ANTONIO	700	680	97
ELLIS	M A	DALLAS-FT. WORTH	29,600	29,180	99
EL PASO	M B	EL PASO	185,200	182,350	98
ERATH	D	DALLAS-FT. WORTH	10,800	10,530	98
FALLS	M D	WACO-TEMPLE	7,200	6,990	97
FANNIN	D	DALLAS-FT. WORTH	10,200	9,980	98
FAYETTE	D	AUSTIN	8,300	8,000	96
FISHER	D	ABILENE-SWEETWATER	2,100	2,090	100
FLOYD	D	LUBBOCK	3,000	2,930	98
FOARD	D	WICHITA FALLS & LAWTON	900	890	99
FORT BEND	M A	HOUSTON	68,900	67,730	98
FRANKLIN	D	TYLER	3,200	3,100	97
FREESTONE	D	DALLAS-FT. WORTH	6,400	6,210	97
FRIO	D	SAN ANTONIO	4,300	4,190	97
GAINES	D	ODESSA-MIDLAND	4,700	4,580	97
GALVESTON	M A	HOUSTON	81,200	79,890	98
GARZA	D	LUBBOCK	1,800	1,770	98
GILLESPIE	D	SAN ANTONIO	6,900	6,690	97
GLASSCOCK	D	ODESSA-MIDLAND	400	400	100
GOLIAD	D	SAN ANTONIO	1,900	1,840	97
GONZALES	D	SAN ANTONIO	6,600	6,470	98
GRAY	D	AMARILLO	9,700	9,540	98
GRAYSON	C	DALLAS-FT. WORTH	38,900	38,110	98
GREGG	B	TYLER	42,600	41,730	98
GRIMES	D	HOUSTON	5,700	5,540	97
GUADALUPE	M B	SAN ANTONIO	22,800	22,250	98
HALE	D	LUBBOCK	12,600	12,420	99
HALL	D	AMARILLO	1,700	1,670	98
HAMILTON	D	WACO-TEMPLE	3,500	3,370	96
HANSFORD	D	AMARILLO	2,300	2,280	99
HARDEMAN	D	WICHITA FALLS & LAWTON	2,200	2,170	99
HARDIN	M B	BEAUMONT-PORT ARTHUR	14,400	13,990	97
HARRIS	M A	HOUSTON	1,078,900	1,057,540	98
HARRISON	B	SHREVEPORT	20,700	20,270	98
HARTLEY	D	AMARILLO	1,300	1,290	99
HASKELL	D	ABILENE-SWEETWATER	2,500	2,470	99
HAYS	M B	AUSTIN	21,600	21,140	98
HEMPHILL	D	AMARILLO	1,700	1,640	96
HENDERSON	C	DALLAS-FT. WORTH	23,100	22,730	98
HIDALGO	M B	HARLINGEN-WESLACO-BRNSVLLE	111,500	108,480	97
HILL	D	DALLAS-FT. WORTH	10,900	10,650	98
HOCKLEY	D	LUBBOCK	8,200	8,080	99
HOOD	A	DALLAS-FT. WORTH	12,800	12,690	99
HOPKINS	D	DALLAS-FT. WORTH	11,900	11,470	96
HOUSTON	D	TYLER	9,000	8,690	97
HOWARD	D	ODESSA-MIDLAND	12,700	12,480	98
HUDSPETH	D	EL PASO	1,000	970	97
HUNT	C	DALLAS-FT. WORTH	27,000	26,630	99
HUTCHINSON	D	AMARILLO	9,900	9,820	99
IRION	D	SAN ANGELO	500	490	98
JACK	D	DALLAS-FT. WORTH	2,800	2,750	98
JACKSON	D	HOUSTON	4,600	4,330	94
JASPER	D	BEAUMONT-PORT ARTHUR	12,400	12,080	97
JEFF DAVIS	D	ODESSA-MIDLAND	600	530	88
JEFFERSON	M B	BEAUMONT-PORT ARTHUR	90,900	89,580	99
JIM HOGG	D	CORPUS CHRISTI	1,800	1,730	96
JIM WELLS	M D	CORPUS CHRISTI	12,500	12,090	97
JOHNSON	M A	DALLAS-FT. WORTH	35,600	35,060	98
JONES	C	ABILENE-SWEETWATER	6,600	6,500	98
KARNES	D	SAN ANTONIO	4,400	4,300	98
KAUFMAN	M A	DALLAS-FT. WORTH	20,200	19,870	98
KENDALL	D	SAN ANTONIO	6,000	5,720	95
KENEDY	D	CORPUS CHRISTI	200	200	100
KENT	D	LUBBOCK	400	390	98
KERR	D	SAN ANTONIO	15,300	14,890	97
KIMBLE	D	DALLAS-FT. WORTH	1,600	1,530	96
KING	D	WICHITA FALLS & LAWTON	200	180	90
KINNEY	D	SAN ANTONIO	800	710	89
KLEBERG	M D	CORPUS CHRISTI	10,500	10,310	98
KNOX	D	WICHITA FALLS & LAWTON	1,900	1,860	98
LAMAR	C	DALLAS-FT. WORTH	17,500	16,970	97
LAMB	D	LUBBOCK	5,800	5,710	98
LAMPASAS	D	WACO-TEMPLE	6,000	5,860	98
LA SALLE	D	SAN ANTONIO	1,800	1,730	96
LAVACA	D	SAN ANTONIO	7,200	6,860	95
LEE	D	AUSTIN	4,700	4,570	97
LEON	D	WACO-TEMPLE	5,500	5,220	95

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
TEXAS (CONT'D)					
LIBERTY	M	A HOUSTON	19,100	18,700	98
LIMESTONE		D WACO-TEMPLE	8,700	8,510	98
LIPSCOMB		D AMARILLO	1,300	1,260	97
LIVE OAK		D SAN ANTONIO	3,300	3,230	98
LLANO		D AUSTIN	5,800	5,720	99
LOVING		D ODESSA-MIDLAND	100	100	100
LUBBOCK	M	B LUBBOCK	82,600	81,440	99
LYNN		D LUBBOCK	2,500	2,450	98
MCCULLOCH		D SAN ANGELO	3,700	3,540	96
MCLENNAN	M	B WACO-TEMPLE	72,600	71,480	98
MCMULLEN		D SAN ANTONIO	300	290	97
MADISON		D WACO-TEMPLE	3,700	3,650	99
MARION		D SHREVEPORT	4,200	4,140	99
MARTIN		D ODESSA-MIDLAND	1,500	1,470	98
MASON		D AUSTIN	1,500	1,430	95
MATAGORDA		D HOUSTON	15,600	15,230	98
MAVERICK		D SAN ANTONIO	10,700	10,120	95
MEDINA		D SAN ANTONIO	9,800	9,630	98
MENARD		D SAN ANGELO	900	790	88
MIDLAND	M	C ODESSA-MIDLAND	42,200	41,650	99
MILAM		D WACO-TEMPLE	8,800	8,520	97
MILLS		D WACO-TEMPLE	1,800	1,750	97
MITCHELL		D ABILENE-SWEETWATER	3,200	3,140	98
MONTAGUE		D WICHITA FALLS & LAWTON	7,200	7,080	98
MONTGOMERY	M	A HOUSTON	61,700	60,400	98
MOORE		D AMARILLO	6,200	6,140	99
MORRIS		D SHREVEPORT	5,300	5,180	98
MOTLEY		D LUBBOCK	800	780	98
NACOGDOCHES		C TYLER	19,500	19,020	98
NAVARRO		D DALLAS-FT. WORTH	15,400	15,240	99
NEWTON		D BEAUMONT-PORT ARTHUR	4,900	4,820	98
NOLAN		D ABILENE-SWEETWATER	6,300	6,220	99
NUECES	M	B CORPUS CHRISTI	103,800	101,910	98
OCHILTREE		D AMARILLO	3,300	3,220	98
OLDHAM		D AMARILLO	700	690	99
ORANGE	M	B BEAUMONT-PORT ARTHUR	28,600	28,060	98
PALO PINTO		D DALLAS-FT. WORTH	9,700	9,380	97
PANOLA		D SHREVEPORT	8,400	8,190	98
PARKER	M	A DALLAS-FT. WORTH	24,600	24,230	98
PARMER		D AMARILLO	3,200	3,150	98
PECOS		D ODESSA-MIDLAND	4,900	4,750	97
POLK		D HOUSTON	12,500	12,090	97
POTTER	M	B AMARILLO	40,800	40,180	98
PRESIDIO		D ODESSA-MIDLAND	1,900	1,770	93
RAINS		D DALLAS-FT. WORTH	2,800	2,650	95
RANDALL	M	B AMARILLO	36,400	36,000	99
REAGAN		D ODESSA-MIDLAND	1,400	1,390	99
REAL		D SAN ANTONIO	1,000	850	85
RED RIVER		D SHREVEPORT	6,200	6,050	98
REEVES		D ODESSA-MIDLAND	4,800	4,710	98
REFUGIO		D CORPUS CHRISTI	3,000	2,940	98
ROBERTS		D AMARILLO	400	390	98
ROBERTSON		D WACO-TEMPLE	6,100	5,960	98
ROCKWALL	M	A DALLAS-FT. WORTH	10,500	10,400	99
RUNNELS		D ABILENE-SWEETWATER	4,600	4,550	99
RUSK		C SHREVEPORT	16,200	15,900	98
SABINE		D BEAUMONT-PORT ARTHUR	4,200	4,040	96
SAN AUGUSTINE		D TYLER	3,500	3,390	97
SAN JACINTO		D HOUSTON	6,100	5,690	93
SAN PATRICIO	M	B CORPUS CHRISTI	19,300	18,920	98
SAN SABA		D WACO-TEMPLE	2,400	2,340	98
SCHLEICHER		D SAN ANGELO	900	880	98
SCURRY		D ABILENE-SWEETWATER	6,600	6,530	99
SHACKELFORD		D ABILENE-SWEETWATER	1,300	1,270	98
SHELBY		D SHREVEPORT	9,600	9,400	98
SHERMAN		D AMARILLO	1,100	1,060	96
SMITH	M	C TYLER	58,200	57,320	98
SOMERVELL		D DALLAS-FT. WORTH	2,300	2,200	96
STARR	M	D HARLINGEN-WESLACO-BRNSVLLE	10,600	10,020	95
STEPHENS		D ABILENE-SWEETWATER	4,000	3,870	97
STERLING		D SAN ANGELO	400	390	98
STONEWALL		D ABILENE-SWEETWATER	1,000	990	99
SUTTON		D SAN ANGELO	1,500	1,430	95
SWISHER		D AMARILLO	3,300	3,270	99
TARRANT	M	A DALLAS-FT. WORTH	442,500	435,820	98
TAYLOR		C ABILENE-SWEETWATER	45,900	45,230	99
TERRELL		D ODESSA-MIDLAND	600	570	95
TERRY		D LUBBOCK	5,100	5,060	99
THROCKMORTON		D ABILENE-SWEETWATER	900	880	98
TITUS		D SHREVEPORT	9,200	9,040	98
TOM GREEN		C SAN ANGELO	37,800	37,240	99
TRAVIS	M	B AUSTIN	236,000	229,700	97
TRINITY		D HOUSTON	4,800	4,710	98
TYLER		D BEAUMONT-PORT ARTHUR	7,400	7,200	97
UPSHUR		D TYLER	12,200	11,900	98
UPTON		D ODESSA-MIDLAND	1,500	1,470	98
UVALDE		D SAN ANTONIO	8,300	7,960	96
VAL VERDE		D SAN ANTONIO	13,000	12,190	94
VAN ZANDT		D DALLAS-FT. WORTH	16,100	15,850	98
VICTORIA	M	C VICTORIA	26,700	26,050	98
WALKER		C HOUSTON	17,500	16,970	97
WALLER	M	A HOUSTON	7,300	7,130	98
WARD		D ODESSA-MIDLAND	4,500	4,430	98
WASHINGTON		D HOUSTON	9,400	9,100	97
WEBB	M	C LAREDO	35,400	34,550	98
WHARTON		C HOUSTON	14,500	14,230	98
WHEELER		D AMARILLO	2,800	2,740	98
WICHITA	M	C WICHITA FALLS & LAWTON	47,000	46,380	99
WILBARGER	M	D WICHITA FALLS & LAWTON	5,900	5,760	98
WILLACY	M	D HARLINGEN-WESLACO-BRNSVLLE	5,100	4,940	97
WILLIAMSON	M	B AUSTIN	44,800	43,960	98
WILSON		D SAN ANTONIO	7,300	7,100	97
WINKLER		D ODESSA-MIDLAND	3,000	2,960	99
WISE		A DALLAS-FT. WORTH	13,500	13,340	99
WOOD		D DALLAS-FT. WORTH	11,900	11,690	98
YOAKUM		D LUBBOCK	3,600	3,500	97
YOUNG		D WICHITA FALLS & LAWTON	7,700	7,550	98
ZAPATA	M	D LAREDO	3,000	2,850	95
ZAVALA		D SAN ANTONIO	3,200	2,880	90
		STATE TOTAL	6,286,700	6,164,230	
UTAH					
BEAVER		D SALT LAKE CITY	1,500	1,450	97
BOX ELDER		D SALT LAKE CITY	11,600	11,450	99
CACHE		C SALT LAKE CITY	21,700	21,090	97
CARBON		D SALT LAKE CITY	7,900	7,790	99
DAGGETT		D SALT LAKE CITY	200	190	95
DAVIS	M	B SALT LAKE CITY	54,600	54,070	99
DUCHESNE		D SALT LAKE CITY	4,000	3,900	98
EMERY		D SALT LAKE CITY	3,500	3,380	97
GARFIELD		D SALT LAKE CITY	1,200	1,090	91
GRAND		D SALT LAKE CITY	2,700	2,580	96
IRON		D SALT LAKE CITY	6,000	5,880	98
JUAB		D SALT LAKE CITY	1,700	1,640	96
KANE		D SALT LAKE CITY	1,600	1,440	90
MILLARD		D SALT LAKE CITY	4,100	4,030	98
MORGAN	M	D SALT LAKE CITY	1,600	1,540	96
PIUTE		D SALT LAKE CITY	400	390	98
RICH		D SALT LAKE CITY	700	690	99
SALT LAKE	M	B SALT LAKE CITY	245,900	241,720	98
SAN JUAN		D SALT LAKE CITY	3,100	2,700	87
SANPETE		D SALT LAKE CITY	5,200	5,080	98
SEVIER		D SALT LAKE CITY	5,200	5,130	99
SUMMIT		D SALT LAKE CITY	5,300	5,120	97
TOOELE	M	B SALT LAKE CITY	9,300	9,130	98
UINTAH		D SALT LAKE CITY	7,200	7,140	99
UTAH	M	B SALT LAKE CITY	70,400	68,470	97
WASATCH		D SALT LAKE CITY	3,400	3,340	98
WASHINGTON		D SALT LAKE CITY	14,200	13,590	96
WAYNE		D SALT LAKE CITY	600	590	98
WEBER	M	B SALT LAKE CITY	55,700	54,920	99
		STATE TOTAL	550,500	539,530	
VERMONT					
ADDISON		D BURLINGTON-PLATTSBURGH	11,600	11,350	98
BENNINGTON		D ALBANY-SCHENECTADY-TROY	14,600	14,180	97
CALEDONIA		D BURLINGTON-PLATTSBURGH	11,200	10,930	98
CHITTENDEN	M	C BURLINGTON-PLATTSBURGH	50,100	49,180	98
ESSEX		D PORTLAND-AUBURN	2,800	2,770	99
FRANKLIN	M	D BURLINGTON-PLATTSBURGH	14,000	13,830	99
GRAND ISLE	M	D BURLINGTON-PLATTSBURGH	2,000	1,980	99
LAMOILLE		D BURLINGTON-PLATTSBURGH	7,500	7,420	99
ORANGE		D BURLINGTON-PLATTSBURGH	9,600	9,440	98
ORLEANS		D BURLINGTON-PLATTSBURGH	9,200	9,090	99
RUTLAND		C BURLINGTON-PLATTSBURGH	24,500	23,830	97
WASHINGTON		C BURLINGTON-PLATTSBURGH	22,200	21,830	98
WINDHAM		D BOSTON	16,900	15,930	94

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
VERMONT (CONT'D)					
WINDSOR	C	BURLINGTON-PLATTSBURGH	23,600	23,040	98
		STATE TOTAL	219,800	214,800	
VIRGINIA					
ACCOMACK	D	NORFOLK-PORTSMTH-NEWPT NWS	12,600	12,260	97
ALBEMARLE	M C	CHARLOTTESVILLE	42,200	40,510	96
ALLEGHANY	D	ROANOKE-LYNCHBURG	9,400	9,220	98
AMELIA	D	RICHMOND-PETERSBURG	2,800	2,740	98
AMHERST	M B	ROANOKE-LYNCHBURG	10,300	10,120	98
APPOMATTOX	B	ROANOKE-LYNCHBURG	4,800	4,710	98
ARLINGTON	M A	WASHINGTON, DC	132,900	130,150	98
AUGUSTA	C	RICHMOND-PETERSBURG	33,500	32,830	98
BATH	D	ROANOKE-LYNCHBURG	1,800	1,740	97
BEDFORD	M C	ROANOKE-LYNCHBURG	17,500	17,240	99
BLAND	D	ROANOKE-LYNCHBURG	2,200	2,160	98
BOTETOURT	M B	ROANOKE-LYNCHBURG	9,600	9,360	98
BRUNSWICK	D	RICHMOND-PETERSBURG	5,100	5,010	98
BUCHANAN	D	TRI-CITIES, TN-VA	11,800	11,530	98
BUCKINGHAM	D	RICHMOND-PETERSBURG	4,100	3,910	95
CAMPBELL	M B	ROANOKE-LYNCHBURG	42,600	41,990	99
CAROLINE	D	RICHMOND-PETERSBURG	6,700	6,520	97
CARROLL	D	ROANOKE-LYNCHBURG	12,700	12,410	98
CHARLOTTE	D	ROANOKE-LYNCHBURG	4,100	4,020	98
CHARLES CITY	M B	RICHMOND-PETERSBURG	2,000	1,950	98
CHESTERFIELD	M B	RICHMOND-PETERSBURG	73,500	72,960	99
CLARKE	D	WASHINGTON, DC	4,200	4,150	99
CRAIG	B	ROANOKE-LYNCHBURG	1,500	1,470	98
CULPEPER	D	WASHINGTON, DC	9,200	8,870	96
CUMBERLAND	D	RICHMOND-PETERSBURG	3,000	2,910	97
DICKENSON	D	TRI-CITIES, TN-VA	6,800	6,680	98
DINWIDDIE	M C	RICHMOND-PETERSBURG	21,800	21,470	98
ESSEX	D	RICHMOND-PETERSBURG	3,200	3,140	98
FAIRFAX	M A	WASHINGTON, DC	300,700	297,990	99
FAUQUIER	D	WASHINGTON, DC	16,700	16,460	99
FLOYD	D	ROANOKE-LYNCHBURG	4,800	4,700	98
FLUVANNA	C	RICHMOND-PETERSBURG	4,500	4,410	98
FRANKLIN	D	ROANOKE-LYNCHBURG	13,800	13,310	96
FREDERICK	C	WASHINGTON, DC	23,300	23,090	99
GILES	D	ROANOKE-LYNCHBURG	6,200	6,060	98
GLOUCESTER	M B	NORFOLK-PORTSMTH-NEWPT NWS	11,600	11,440	99
GOOCHLAND	M B	RICHMOND-PETERSBURG	4,500	4,380	97
GRAYSON	D	GREENSBORO-H.POINT-W.SALEM	6,300	5,880	93
GREENE	C	RICHMOND-PETERSBURG	3,400	3,280	96
GREENSVILLE	D	RICHMOND-PETERSBURG	5,000	4,890	98
HALIFAX	D	ROANOKE-LYNCHBURG	12,300	11,950	97
HANOVER	M B	RICHMOND-PETERSBURG	20,600	20,320	99
HENRICO	M B	RICHMOND-PETERSBURG	82,400	81,160	98
HENRY	C	ROANOKE-LYNCHBURG	28,700	28,280	99
HIGHLAND	D	ROANOKE-LYNCHBURG	1,100	1,040	95
ISLE OF WIGHT	D	NORFOLK-PORTSMTH-NEWPT NWS	9,200	9,000	98
JAMES CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	15,000	14,720	98
KING & QUEEN	D	RICHMOND-PETERSBURG	2,300	2,240	97
KING GEORGE	D	WASHINGTON, DC	4,400	4,370	99
KING WILLIAM	D	RICHMOND-PETERSBURG	3,900	3,830	98
LANCASTER	D	RICHMOND-PETERSBURG	4,600	4,510	98
LEE	D	TRI-CITIES, TN-VA	9,400	9,160	97
LOUDOUN	M A	WASHINGTON, DC	27,600	27,250	99
LOUISA	D	RICHMOND-PETERSBURG	7,200	6,990	97
LUNENBURG	D	RICHMOND-PETERSBURG	4,200	4,120	98
MADISON	D	RICHMOND-PETERSBURG	4,100	3,800	93
MATHEWS	D	NORFOLK-PORTSMTH-NEWPT NWS	3,900	3,800	97
MECKLENBURG	D	RALEIGH-DURHAM	10,800	10,610	98
MIDDLESEX	D	RICHMOND-PETERSBURG	3,600	3,510	98
MONTGOMERY	C	ROANOKE-LYNCHBURG	28,200	27,410	97
NELSON	D	RICHMOND-PETERSBURG	4,400	4,260	97
NEW KENT	M B	RICHMOND-PETERSBURG	4,200	4,120	98
NORTHAMPTON	D	NORFOLK-PORTSMTH-NEWPT NWS	5,600	5,480	98
NORTHUMBERLND	D	RICHMOND-PETERSBURG	4,200	4,140	99
NOTTOWAY	D	RICHMOND-PETERSBURG	5,300	5,190	98
ORANGE	D	RICHMOND-PETERSBURG	8,000	7,770	97
PAGE	D	WASHINGTON, DC	8,100	7,930	98
PATRICK	D	GREENSBORO-H.POINT-W.SALEM	6,600	6,470	98
PITTSYLVANIA	C	ROANOKE-LYNCHBURG	40,900	40,190	98
POWHATAN	M B	RICHMOND-PETERSBURG	4,200	4,120	98
PRINCE EDWARD	D	RICHMOND-PETERSBURG	5,400	5,200	96
PRINCE GEORGE	M C	RICHMOND-PETERSBURG	15,800	15,660	99
PRINCE WM	M A	WASHINGTON, DC	76,100	75,500	99
VIRGINIA (CONT'D)					
PULASKI	D	ROANOKE-LYNCHBURG	12,800	12,590	98
RAPPAHANNOCK	D	WASHINGTON, DC	2,700	2,650	98
RICHMOND	D	RICHMOND-PETERSBURG	2,800	2,700	96
ROANOKE	M B	ROANOKE-LYNCHBURG	80,500	79,640	99
ROCKBRIDGE	D	ROANOKE-LYNCHBURG	10,400	10,180	98
ROCKINGHAM	C	HARRISONBURG	30,200	28,990	96
RUSSELL	D	TRI-CITIES, TN-VA	11,600	11,180	96
SCOTT	M B	TRI-CITIES, TN-VA	8,900	8,700	98
SHENANDOAH	D	WASHINGTON, DC	12,000	11,830	99
SMYTH	D	TRI-CITIES, TN-VA	11,800	11,670	99
SOUTHAMPTON	D	NORFOLK-PORTSMTH-NEWPT NWS	8,200	8,030	98
SPOTSYLVANIA	C	WASHINGTON, DC	23,300	22,690	97
STAFFORD	M C	WASHINGTON, DC	18,800	18,580	99
SUFFOLK CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	19,000	18,610	98
SURRY	D	NORFOLK-PORTSMTH-NEWPT NWS	2,200	2,130	97
SUSSEX	D	RICHMOND-PETERSBURG	3,500	3,450	99
TAZEWELL	C	BLUEFIELD-BECKLEY-OAK HILL	17,200	16,840	98
VIRGINIA BCH	M B	NORFOLK-PORTSMTH-NEWPT NWS	127,600	126,440	99
WARREN	D	WASHINGTON, DC	9,700	9,600	99
WASHINGTON	M B	TRI-CITIES, TN-VA	24,700	24,160	98
WESTMORELAND	D	WASHINGTON, DC	6,200	6,090	98
WISE	C	TRI-CITIES, TN-VA	16,900	16,570	98
WYTHE	D	ROANOKE-LYNCHBURG	9,800	9,650	98
YORK	M B	NORFOLK-PORTSMTH-NEWPT NWS	18,000	17,800	99
CHSPEAKE CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	50,300	49,630	99
NORFOLK CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	95,600	93,930	98
PRTSMUTH CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	41,100	40,520	99
HAMPTON CITY	M B	NORFOLK-PORTSMTH-NEWPT NWS	46,400	45,760	99
NWPRT NWS CTY	M B	NORFOLK-PORTSMTH-NEWPT NWS	61,600	60,830	99
RICHMOND-IND	M B	RICHMOND-PETERSBURG	89,200	87,560	98
		STATE TOTAL	2,238,000	2,201,020	
WASHINGTON					
ADAMS	D	SPOKANE	5,200	5,100	98
ASOTIN	D	SPOKANE	6,900	6,750	98
BENTON	C	YAKIMA	41,400	40,700	98
CHELAN	C	SEATTLE-TACOMA	21,300	20,350	96
CLALLAM	C	SEATTLE-TACOMA	22,900	21,780	95
CLARK	M B	PORTLAND, OR	86,200	83,500	97
COLUMBIA	D	SPOKANE	1,600	1,520	95
COWLITZ	C	PORTLAND, OR	32,300	31,700	98
DOUGLAS	D	SPOKANE	10,000	9,850	99
FERRY	D	SPOKANE	2,100	1,900	90
FRANKLIN	C	YAKIMA	13,200	12,700	96
GARFIELD	D	SPOKANE	1,000	950	95
GRANT	C	SPOKANE	19,800	19,330	98
GRAYS HARBOR	C	SEATTLE-TACOMA	25,500	24,560	96
ISLAND	C	SEATTLE-TACOMA	22,000	21,460	98
JEFFERSON	D	SEATTLE-TACOMA	8,500	8,070	95
KING	M A	SEATTLE-TACOMA	606,800	586,840	97
KITSAP	C	SEATTLE-TACOMA	69,900	68,400	98
KITTITAS	D	SEATTLE-TACOMA	10,100	9,600	95
KLICKITAT	D	PORTLAND, OR	6,200	5,730	92
LEWIS	C	SEATTLE-TACOMA	23,300	22,480	96
LINCOLN	D	SPOKANE	3,700	3,650	99
MASON	D	SEATTLE-TACOMA	15,100	14,540	96
OKANOGAN	D	SPOKANE	13,000	12,350	95
PACIFIC	D	SEATTLE-TACOMA	7,600	7,280	96
PEND OREILLE	D	SPOKANE	3,400	3,260	96
PIERCE	M A	SEATTLE-TACOMA	216,900	212,480	98
SAN JUAN	D	SEATTLE-TACOMA	4,600	4,360	95
SKAGIT	C	SEATTLE-TACOMA	29,900	28,860	97
SKAMANIA	D	PORTLAND, OR	3,000	2,810	94
SNOHOMISH	M A	SEATTLE-TACOMA	167,000	162,590	97
SPOKANE	M B	SPOKANE	143,600	140,920	98
STEVENS	D	SPOKANE	11,500	10,750	93
THURSTON	C	SEATTLE-TACOMA	64,100	61,820	96
WAHKIAKUM	D	PORTLAND, OR	1,400	1,300	93
WALLA WALLA	C	YAKIMA	18,000	17,250	96
WHATCOM	C	SEATTLE-TACOMA	48,300	46,450	96
WHITMAN	C	SPOKANE	15,800	14,800	94
YAKIMA	M B	YAKIMA	71,200	69,560	98
		STATE TOTAL	1,874,300	1,818,300	
WEST VIRGINIA					
BARBOUR	D	CLARKSBURG-WESTON	6,100	6,000	98
BERKELEY	C	WASHINGTON, DC	22,300	21,890	98

M Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN STATE

COUNTY & SIZE		DESIGNATED MARKET AREA	HOUSEHOLDS & PENETRATION TOTAL	TV	%
WEST VIRGINIA (CONT'D)					
BOONE	D	CHARLESTON-HUNTINGTON	10,800	10,600	98
BRAXTON	D	CHARLESTON-HUNTINGTON	5,400	5,270	98
BROOKE	M B	WHEELING-STEUBENVILLE	10,600	10,490	99
CABELL	M B	CHARLESTON-HUNTINGTON	41,700	41,150	99
CALHOUN	D	CHARLESTON-HUNTINGTON	3,300	3,170	96
CLAY	D	CHARLESTON-HUNTINGTON	4,100	3,990	97
DODDRIDGE	D	CLARKSBURG-WESTON	2,800	2,680	96
FAYETTE	C	BLUEFIELD-BECKLEY-OAK HILL	19,800	19,560	99
GILMER	D	CLARKSBURG-WESTON	2,900	2,780	96
GRANT	D	HARRISONBURG	3,800	3,530	93
GREENBRIER	D	BLUEFIELD-BECKLEY-OAK HILL	14,400	14,060	98
HAMPSHIRE	D	WASHINGTON, DC	6,300	5,980	95
HANCOCK	M B	WHEELING-STEUBENVILLE	15,000	14,810	99
HARDY	D	WASHINGTON, DC	3,800	3,700	97
HARRISON	C	CLARKSBURG-WESTON	29,700	29,430	99
JACKSON	D	CHARLESTON-HUNTINGTON	9,600	9,500	99
JEFFERSON	D	WASHINGTON, DC	13,500	13,260	98
KANAWHA	M B	CHARLESTON-HUNTINGTON	90,500	89,030	98
LEWIS	D	CLARKSBURG-WESTON	7,000	6,880	98
LINCOLN	M D	CHARLESTON-HUNTINGTON	8,000	7,840	98
LOGAN	C	CHARLESTON-HUNTINGTON	17,300	17,030	98
MCDOWELL	C	BLUEFIELD-BECKLEY-OAK HILL	15,200	14,880	98
MARION	C	CLARKSBURG-WESTON	25,100	24,750	99
MARSHALL	M B	WHEELING-STEUBENVILLE	15,100	14,940	99
MASON	D	CHARLESTON-HUNTINGTON	10,000	9,730	97
MERCER	C	BLUEFIELD-BECKLEY-OAK HILL	27,500	27,020	98
MINERAL	C	WASHINGTON, DC	10,600	10,380	98
MINGO	D	CHARLESTON-HUNTINGTON	12,700	12,340	97
MONONGALIA	C	PITTSBURGH	30,400	29,740	98
MONROE	D	BLUEFIELD-BECKLEY-OAK HILL	4,800	4,730	99
MORGAN	D	WASHINGTON, DC	4,700	4,590	98
NICHOLAS	D	CHARLESTON-HUNTINGTON	10,600	10,320	97
OHIO	M B	WHEELING-STEUBENVILLE	23,300	23,020	99
PENDLETON	D	HARRISONBURG	3,000	2,870	96
PLEASANTS	D	PARKERSBURG	2,900	2,870	99
POCAHONTAS	D	ROANOKE-LYNCHBURG	3,700	3,530	95
PRESTON	D	PITTSBURGH	11,300	11,000	97
PUTNAM	M B	CHARLESTON-HUNTINGTON	16,100	15,850	98
RALEIGH	C	BLUEFIELD-BECKLEY-OAK HILL	31,800	31,220	98
RANDOLPH	D	CLARKSBURG-WESTON	10,600	10,330	97
RITCHIE	D	CLARKSBURG-WESTON	4,500	4,370	97
ROANE	D	CHARLESTON-HUNTINGTON	5,700	5,500	96
SUMMERS	D	BLUEFIELD-BECKLEY-OAK HILL	5,200	5,080	98
TAYLOR	D	CLARKSBURG-WESTON	5,900	5,820	99
TUCKER	D	CLARKSBURG-WESTON	3,400	3,330	98
TYLER	D	WHEELING-STEUBENVILLE	4,000	3,960	99
UPSHUR	D	CLARKSBURG-WESTON	8,800	8,640	98
WAYNE	M B	CHARLESTON-HUNTINGTON	16,900	16,570	98
WEBSTER	D	CLARKSBURG-WESTON	4,400	4,230	96
WETZEL	D	WHEELING-STEUBENVILLE	7,700	7,540	98
WIRT	B	CHARLESTON-HUNTINGTON	1,800	1,760	98
WOOD	M B	PARKERSBURG	36,500	36,000	99
WYOMING	D	BLUEFIELD-BECKLEY-OAK HILL	11,500	11,330	99
		STATE TOTAL	734,400	720,870	
WISCONSIN					
ADAMS	D	WAUSAU-RHINELANDER	5,400	5,330	99
ASHLAND	D	DULUTH-SUPERIOR	6,500	6,370	98
BARRON	D	MINNEAPOLIS-ST. PAUL	16,300	15,960	98
BAYFIELD	D	DULUTH-SUPERIOR	5,700	5,510	97
BROWN	M B	GREEN BAY-APPLETON	74,700	74,160	99
BUFFALO	D	LA CROSSE-EAU CLAIRE	5,700	5,600	98
BURNETT	D	MINNEAPOLIS-ST. PAUL	5,600	5,500	98
CALUMET	M B	GREEN BAY-APPLETON	12,700	12,630	99
CHIPPEWA	C	LA CROSSE-EAU CLAIRE	19,600	19,470	99
CLARK	D	WAUSAU-RHINELANDER	12,300	12,030	98
COLUMBIA	C	MADISON	18,700	18,410	98
CRAWFORD	D	CEDAR RAPIDS-WATERLOO&DUBQ	6,200	6,140	99
DANE	M B	MADISON	146,700	143,610	98
DODGE	C	MILWAUKEE	27,500	27,210	99
DOOR	D	GREEN BAY-APPLETON	11,100	11,050	100
DOUGLAS	M B	DULUTH-SUPERIOR	16,700	16,510	99
DUNN	D	MINNEAPOLIS-ST. PAUL	12,600	12,250	97
EAU CLAIRE	C	LA CROSSE-EAU CLAIRE	32,700	32,190	98
FLORENCE	D	MARQUETTE	1,400	1,380	99
FOND DU LAC	C	GREEN BAY-APPLETON	33,400	33,050	99
FOREST	D	WAUSAU-RHINELANDER	3,400	3,380	99
GRANT	C	CEDAR RAPIDS-WATERLOO&DUBQ	18,100	17,800	98
GREEN	D	MADISON	12,600	12,480	99
GREEN LAKE	D	GREEN BAY-APPLETON	7,700	7,600	99
IOWA	D	MADISON	7,900	7,810	99
IRON	D	DULUTH-SUPERIOR	2,700	2,670	99
JACKSON	D	LA CROSSE-EAU CLAIRE	6,600	6,550	99
JEFFERSON	C	MILWAUKEE	25,900	25,560	99
JUNEAU	D	MADISON	8,900	8,790	99
KENOSHA	A	MILWAUKEE	45,300	44,920	99
KEWAUNEE	M D	GREEN BAY-APPLETON	7,000	6,940	99
LA CROSSE	C	LA CROSSE-EAU CLAIRE	37,400	37,000	99
LAFAYETTE	D	MADISON	6,200	6,130	99
LANGLADE	D	WAUSAU-RHINELANDER	7,700	7,540	98
LINCOLN	D	WAUSAU-RHINELANDER	11,400	11,320	99
MANITOWOC	M C	GREEN BAY-APPLETON	30,600	30,350	99
MARATHON	C	WAUSAU-RHINELANDER	42,600	42,270	99
MARINETTE	D	GREEN BAY-APPLETON	16,500	16,400	99
MARQUETTE	D	MADISON	5,800	5,660	98
MENOMINEE	D	GREEN BAY-APPLETON	1,000	1,000	100
MILWAUKEE	M A	MILWAUKEE	383,300	378,470	99
MONROE	D	LA CROSSE-EAU CLAIRE	14,300	14,060	98
OCONTO	D	GREEN BAY-APPLETON	12,400	12,250	99
ONEIDA	D	WAUSAU-RHINELANDER	13,500	13,320	99
OUTAGAMIE	M B	GREEN BAY-APPLETON	51,900	51,650	100
OZAUKEE	M A	MILWAUKEE	26,600	26,440	99
PEPIN	D	MINNEAPOLIS-ST. PAUL	2,900	2,850	98
PIERCE	D	MINNEAPOLIS-ST. PAUL	11,900	11,760	99
POLK	D	MINNEAPOLIS-ST. PAUL	13,800	13,600	99
PORTAGE	C	WAUSAU-RHINELANDER	21,100	20,740	98
PRICE	D	WAUSAU-RHINELANDER	6,500	6,320	97
RACINE	A	MILWAUKEE	65,500	64,810	99
RICHLAND	D	MADISON	6,800	6,640	98
ROCK	C	MADISON	53,200	52,690	99
RUSK	D	LA CROSSE-EAU CLAIRE	5,900	5,750	97
ST CROIX	M A	MINNEAPOLIS-ST. PAUL	17,900	17,720	99
SAUK	C	MADISON	18,500	18,230	99
SAWYER	D	DULUTH-SUPERIOR	5,800	5,580	96
SHAWANO	D	GREEN BAY-APPLETON	14,800	14,600	99
SHEBOYGAN	C	MILWAUKEE	39,400	39,090	99
TAYLOR	D	WAUSAU-RHINELANDER	6,800	6,660	98
TREMPEALEAU	D	LA CROSSE-EAU CLAIRE	9,800	9,660	99
VERNON	D	LA CROSSE-EAU CLAIRE	10,400	10,070	97
VILAS	D	WAUSAU-RHINELANDER	8,000	7,880	99
WALWORTH	C	MILWAUKEE	28,700	28,230	98
WASHBURN	D	DULUTH-SUPERIOR	5,900	5,740	97
WASHINGTON	M A	MILWAUKEE	32,800	32,520	99
WAUKESHA	M A	MILWAUKEE	106,300	105,460	99
WAUPACA	C	GREEN BAY-APPLETON	17,300	17,010	98
WAUSHARA	D	GREEN BAY-APPLETON	8,700	8,490	98
WINNEBAGO	M B	GREEN BAY-APPLETON	55,300	54,930	99
WOOD	C	WAUSAU-RHINELANDER	30,700	30,460	99
		STATE TOTAL	1,883,500	1,860,210	
WYOMING					
ALBANY	D	DENVER	12,300	11,690	95
BIG HORN	D	BILLINGS	4,200	4,020	96
CAMPBELL	D	DENVER	12,100	12,030	99
CARBON	D	DENVER	6,600	6,360	96
CONVERSE	D	CASPER-RIVERTON	4,500	4,340	96
CROOK	D	RAPID CITY	2,300	2,250	98
FREMONT	C	CASPER-RIVERTON	12,400	12,020	97
GOSHEN	D	DENVER	5,200	5,130	99
HOT SPRINGS	D	CASPER-RIVERTON	2,200	2,140	97
JOHNSON	D	CASPER-RIVERTON	2,600	2,540	98
LARAMIE	M C	CHEYENNE-SCOTTSBLUF-STRLNG	30,700	30,230	98
LINCOLN	D	IDAHO FALLS-POCATELLO	5,300	5,160	97
NATRONA	C	CASPER-RIVERTON	25,900	25,330	98
NIOBRARA	D	DENVER	1,200	1,170	98
PARK	D	BILLINGS	9,300	9,100	98
PLATTE	D	DENVER	4,300	4,190	97
SHERIDAN	D	RAPID CITY	10,100	9,840	97
SUBLETTE	D	SALT LAKE CITY	2,000	1,900	95
SWEETWATER	C	SALT LAKE CITY	15,800	15,510	98
TETON	D	SALT LAKE CITY	5,600	5,350	96
UINTA	D	SALT LAKE CITY	6,700	6,590	98
WASHAKIE	D	CASPER-RIVERTON	3,300	3,210	97
WESTON	D	RAPID CITY	2,700	2,620	97
		STATE TOTAL	187,300	182,720	

M Metro county of DMA market
NM Metro county of non-DMA market

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
662 ABILENE-SWEETWATER		117,200	115,220	98	.124
TEXAS					
BROWN	D	14,100	13,750		
CALLAHAN	C	4,900	4,820		
COKE	D	1,300	1,280		
COLEMAN	D	4,100	4,000		
EASTLAND	D	7,800	7,630		
FISHER	D	2,100	2,090		
HASKELL	D	2,500	2,470		
JONES	C	6,600	6,500		
MITCHELL	D	3,200	3,140		
NOLAN	D	6,300	6,220		
RUNNELS	D	4,600	4,550		
SCURRY	D	6,600	6,530		
SHACKELFORD	D	1,300	1,270		
STEPHENS	D	4,000	3,870		
STONEWALL	D	1,000	990		
TAYLOR	C	45,900	45,230		
THROCKMORTON	D	900	880		
657 ADA-ARDMORE		75,700	73,720	97	.079
OKLAHOMA					
ATOKA	D	4,700	4,590		
BRYAN	M D	13,700	13,320		
CARTER	M C	17,900	17,520		
CHOCTAW	D	6,200	5,940		
COAL	D	2,200	2,130		
JOHNSTON	M D	4,000	3,930		
LOVE	D	3,300	3,210		
MARSHALL	M D	5,200	5,100		
PONTOTOC	M D	13,400	13,160		
PUSHMATAHA	D	5,100	4,820		
532 ALBANY-SCHENECTADY-TROY		498,900	491,980	99	.529
MASSACHUSETTS					
BERKSHIRE	C	55,300	54,100		
NEW YORK					
ALBANY	M B	112,400	110,980		
COLUMBIA	C	24,000	23,650		
FULTON	C	21,000	20,820		
GREENE	M C	17,300	17,030		
HAMILTON	D	1,900	1,880		
MONTGOMERY	M B	20,500	20,260		
RENSSELAER	M B	55,400	54,540		
SARATOGA	M B	63,700	63,130		
SCHENECTADY	M B	59,800	59,180		
SCHOHARIE	D	11,400	11,160		
WARREN	C	21,500	21,150		
WASHINGTON	C	20,100	19,920		
VERMONT					
BENNINGTON	D	14,600	14,180		
525 ALBANY, GA		129,500	126,850	98	.136
GEORGIA					
ATKINSON	D	2,000	1,930		
BAKER	D	1,200	1,160		
BEN HILL	D	6,800	6,540		
BERRIEN	D	5,400	5,300		
CALHOUN	D	1,500	1,450		
COFFEE	D	10,900	10,620		
COLQUITT	M D	13,700	13,490		
COOK	D	5,200	5,070		
CRISP	D	7,200	7,070		
DOUGHERTY	M C	35,200	34,640		
IRWIN	D	3,300	3,230		
LANIER	D	2,000	1,940		
LEE	M C	5,600	5,440		
MITCHELL	D	7,000	6,860		
TIFT	M D	12,600	12,390		
TURNER	D	3,200	3,160		
WORTH	M D	6,700	6,560		
790 ALBUQUERQUE-SANTA FE		536,700	516,910	96	.556
ARIZONA					
APACHE-N	C	13,100	10,980		
COLORADO					
ARCHULETA	D	2,200	2,020		
CONEJOS	D	2,800	2,680		
COSTILLA	D	1,200	1,130		
LA PLATA	D	12,200	11,470		
MONTEZUMA	D	6,900	6,570		
RIO GRANDE	D	3,900	3,750		
SAGUACHE	D	1,400	1,320		
NEW MEXICO					
BERNALILLO	M B	198,400	193,860		
CATRON	D	900	830		
CHAVES	C	21,900	21,500		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
790 ALBUQUERQUE-SANTA FE (CONT'D)					
NEW MEXICO					
CIBOLA	D	7,100	6,930		
COLFAX	D	5,000	4,870		
DE BACA	D	1,100	1,060		
EDDY	C	18,600	18,130		
GRANT	D	9,900	9,600		
GUADALUPE	D	1,500	1,430		
HARDING	D	400	380		
LEA-N	C	19,000	18,750		
LINCOLN	D	5,900	5,600		
LOS ALAMOS	D	7,500	7,340		
LUNA	D	6,600	6,390		
MCKINLEY	C	20,100	18,480		
MORA	D	1,500	1,230		
OTERO	C	18,100	17,750		
RIO ARRIBA	D	11,400	10,710		
ROOSEVELT	D	6,200	6,060		
SANDOVAL	M B	19,800	18,910		
SAN JUAN	C	30,200	28,770		
SAN MIGUEL	D	8,800	8,430		
SANTA FE	C	37,200	35,620		
SIERRA	D	4,500	4,200		
SOCORRO	D	4,700	4,540		
TAOS	D	7,500	6,980		
TORRANCE	D	3,600	3,430		
VALENCIA	D	15,600	15,210		
644 ALEXANDRIA, LA		89,300	87,230	98	.094
LOUISIANA					
AVOYELLES	C	14,700	14,410		
GRANT	B	6,900	6,760		
RAPIDES	M B	49,200	48,150		
VERNON	C	18,500	17,910		
583 ALPENA		16,200	15,920	98	.017
MICHIGAN					
ALCONA	D	4,500	4,420		
ALPENA	D	11,700	11,500		
634 AMARILLO		180,800	177,730	98	.191
KANSAS					
MORTON	D	1,200	1,180		
NEW MEXICO					
CURRY	C	16,100	15,850		
QUAY	D	4,500	4,410		
UNION	D	1,800	1,610		
OKLAHOMA					
CIMARRON	D	1,600	1,560		
TEXAS	D	6,300	6,160		
TEXAS					
ARMSTRONG	M D	800	790		
BRISCOE	D	1,000	970		
CARSON	M D	2,400	2,370		
CASTRO	D	3,300	3,260		
CHILDRESS	D	2,500	2,420		
COLLINGSWORTH	D	1,700	1,640		
COTTLE	D	1,000	970		
DALLAM	D	2,400	2,340		
DEAF SMITH	D	6,500	6,370		
DONLEY	D	1,600	1,490		
GRAY	D	9,700	9,540		
HALL	D	1,700	1,670		
HANSFORD	D	2,300	2,280		
HARTLEY	D	1,300	1,290		
HEMPHILL	D	1,700	1,640		
HUTCHINSON	D	9,900	9,820		
LIPSCOMB	D	1,300	1,260		
MOORE	D	6,200	6,140		
OCHILTREE	D	3,300	3,220		
OLDHAM	D	700	690		
PARMER	D	3,200	3,150		
POTTER	M B	40,800	40,180		
RANDALL	M B	36,400	36,000		
ROBERTS	D	400	390		
SHERMAN	D	1,100	1,060		
SWISHER	D	3,300	3,270		
WHEELER	D	2,800	2,740		
743 ANCHORAGE		115,800	110,320	95	.119
ALASKA					
ANCHORAGE	M B	85,600	82,760		
KENAI-PENSLA	D	16,000	14,550		
MATANKA-SUSTN	D	14,200	13,010		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
646 ANNISTON		45,900	45,350	99	.049
ALABAMA					
CALHOUN	C	45,900	45,350		
524 ATLANTA		1,424,800	1,403,720	99	1.509
ALABAMA					
CLEBURNE	D	5,100	5,000		
RANDOLPH	D	7,700	7,600		
GEORGIA					
BANKS	D	4,000	3,950		
BARROW	M D	10,500	10,430		
BARTOW	C	19,600	19,320		
BUTTS	M A	5,100	5,020		
CARROLL	C	25,900	25,560		
CHATTOOGA	D	8,100	7,860		
CHEROKEE	M A	31,700	31,330		
CLARKE	C	32,200	31,250		
CLAYTON	M A	67,900	67,430		
COBB	M A	178,200	176,560		
COWETA	M D	19,400	19,010		
DAWSON	D	3,100	3,040		
DE KALB	M A	218,000	215,650		
DOUGLAS	M A	26,200	25,990		
FAYETTE	M A	20,300	19,970		
FLOYD	C	31,000	30,640		
FORSYTH	M A	16,600	16,320		
FULTON	M A	269,000	264,240		
GILMER	D	5,000	4,830		
GORDON	D	12,500	12,350		
GREENE	D	4,100	3,990		
GWINNETT	M A	122,300	120,510		
HABERSHAM	D	10,400	10,190		
HALL	C	35,300	34,550		
HARALSON	D	8,100	7,980		
HEARD	D	2,600	2,500		
HENRY	M A	19,800	19,550		
JACKSON	C	11,100	10,880		
JASPER	D	3,300	3,230		
LAMAR	D	4,900	4,810		
LUMPKIN	D	4,600	4,470		
MERIWETHER	D	7,400	7,250		
MORGAN	D	4,500	4,380		
NEWTON	M A	15,900	15,600		
OCONEE	C	6,100	6,000		
OGLETHORPE	D	3,800	3,700		
PAULDING	M A	14,000	13,600		
PICKENS	D	5,400	5,290		
PIKE	D	3,500	3,430		
POLK	D	12,800	12,680		
PUTNAM	D	4,700	4,590		
RABUN	D	4,600	4,440		
ROCKDALE	M A	19,500	19,200		
SPALDING	M C	19,900	19,660		
TOWNS	D	2,900	2,830		
TROUP	C	20,600	20,180		
UNION	D	4,600	4,410		
UPSON	D	10,200	10,040		
WALTON	M A	13,000	12,820		
WHITE	D	4,900	4,790		
NORTH CAROLINA					
CLAY	D	2,900	2,820		
520 AUGUSTA		219,100	215,010	98	.231
GEORGIA					
BURKE	D	7,200	6,980		
COLUMBIA	M B	23,700	23,450		
EMANUEL	D	7,800	7,600		
GLASCOCK	D	800	770		
JEFFERSON	D	6,600	6,410		
JENKINS	D	2,900	2,840		
JOHNSON	D	3,300	3,160		
LINCOLN	D	2,300	2,240		
MC DUFFIE	M D	7,700	7,540		
RICHMOND	M B	69,300	68,070		
SCREVEN	D	5,800	5,680		
TALIAFERRO	D	800	780		
WARREN	D	2,000	1,960		
WILKES	D	4,000	3,890		
SOUTH CAROLINA					
AIKEN	M B	48,600	47,880		
ALLENDALE	D	3,800	3,720		
BAMBERG	D	6,000	5,810		
BARNWELL	D	8,000	7,840		
EDGEFIELD	D	6,400	6,330		
MCCORMICK	D	2,100	2,060		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
635 AUSTIN		360,500	351,370	97	.378
TEXAS					
BASTROP	D	14,500	14,060		
BLANCO	D	2,800	2,720		
BURNET	D	10,800	10,640		
CALDWELL	D	9,700	9,430		
FAYETTE	D	8,300	8,000		
HAYS	M B	21,600	21,140		
LEE	D	4,700	4,570		
LLANO	D	5,800	5,720		
MASON	D	1,500	1,430		
TRAVIS	M B	236,000	229,700		
WILLIAMSON	M B	44,800	43,960		
800 BAKERSFIELD		168,000	164,470	98	.177
CALIFORNIA					
KERN-W	B	168,000	164,470		
512 BALTIMORE		949,700	938,520	99	1.009
MARYLAND					
ANNE ARUNDEL	M A	150,100	148,660		
BALTIMORE	M A	272,400	269,240		
CAROLINE	D	9,600	9,480		
CARROLL	M A	43,200	42,680		
CECIL	A	26,000	25,650		
DORCHESTER	D	11,700	11,560		
HARFORD	M A	58,900	58,340		
HOWARD	M A	65,700	65,330		
KENT	D	6,600	6,520		
QUEEN ANNES	M D	12,100	11,940		
TALBOT	D	11,900	11,760		
BALTIMRE CITY	M A	281,500	277,360		
537 BANGOR		120,500	118,720	99	.128
MAINE					
HANCOCK	M C	19,000	18,720		
PENOBSCOT	M C	51,100	50,390		
PISCATAQUIS	D	6,800	6,700		
SOMERSET	C	17,600	17,360		
WALDO	D	12,300	12,130		
WASHINGTON	D	13,700	13,420		
716 BATON ROUGE		257,200	253,350	99	.272
LOUISIANA					
ASCENSION	M B	20,100	19,790		
ASSUMPTION	D	6,900	6,840		
E BATON ROUGE	M B	139,900	138,180		
E FELICIANA	D	6,000	5,850		
IBERVILLE	D	10,400	10,190		
LIVINGSTON	M B	25,300	24,890		
POINTE COUPEE	D	8,200	8,010		
ST HELENA	D	3,100	3,040		
ST MARY	C	19,900	19,600		
W BATON ROUGE	M B	6,700	6,580		
W FELICIANA	D	2,600	2,520		
MISSISSIPPI					
AMITE	D	4,700	4,570		
WILKINSON	D	3,400	3,290		
692 BEAUMONT-PORT ARTHUR		162,800	159,770	98	.172
TEXAS					
HARDIN	M B	14,400	13,990		
JASPER	D	12,400	12,080		
JEFFERSON	M B	90,900	89,580		
NEWTON	D	4,900	4,820		
ORANGE	M B	28,600	28,060		
SABINE	D	4,200	4,040		
TYLER	D	7,400	7,200		
821 BEND, OR		28,000	27,200	97	.029
OREGON					
DESCHUTES	M C	28,000	27,200		
756 BILLINGS		89,100	86,730	97	.093
MONTANA					
BIG HORN	D	3,200	3,080		
CARBON	D	3,500	3,380		
CUSTER	D	5,100	4,930		
GARFIELD	D	600	580		
GOLDEN VALLEY	D	400	370		
MUSSELSHELL	D	1,700	1,650		
PARK	D	5,100	4,810		

M = Metro county of DMA market
NM = Metro county of non-DMA market

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
756 BILLINGS (CONT'D)					
MONTANA					
PETROLEUM	D	200	200		
ROSEBUD	D	4,200	4,040		
STILLWATER	D	2,800	2,740		
SWEET GRASS	D	1,200	1,090		
TREASURE	D	400	380		
WHEATLAND	D	900	860		
YELLOWSTONE	M C	46,300	45,500		
WYOMING					
BIG HORN	D	4,200	4,020		
PARK	D	9,300	9,100		
746 BILOXI-GULFPORT		112,700	111,050	99	.119
MISSISSIPPI					
HARRISON	B	63,000	62,090		
JACKSON	C	46,000	45,370		
STONE	B	3,700	3,590		
502 BINGHAMTON		136,500	134,230	98	.144
NEW YORK					
BROOME	M B	79,600	78,490		
CHENANGO	C	19,400	19,070		
DELAWARE	C	18,300	17,860		
TIOGA	M B	19,200	18,810		
630 BIRMINGHAM		540,200	532,420	99	.572
ALABAMA					
BIBB	D	6,200	6,080		
BLOUNT	M D	16,100	15,830		
CHEROKEE	D	7,600	7,400		
CHILTON	D	13,300	13,050		
CLAY	D	4,700	4,580		
COOSA	D	4,500	4,390		
CULLMAN	C	26,100	25,830		
ETOWAH	C	40,400	39,840		
FAYETTE	D	7,200	7,060		
GREENE	D	3,700	3,490		
HALE	D	5,300	5,070		
JEFFERSON	M B	270,200	266,740		
MARION	D	12,200	12,000		
PICKENS	D	7,300	7,110		
SAINT CLAIR	M B	18,700	18,460		
SHELBY	M B	32,900	32,570		
TALLADEGA	C	27,700	27,280		
WALKER	M B	27,000	26,670		
WINSTON	D	9,100	8,970		
559 BLUEFIELD-BECKLEY-OAK HILL		147,400	144,720	98	.156
VIRGINIA					
TAZEWELL	C	17,200	16,840		
WEST VIRGINIA					
FAYETTE	C	19,800	19,560		
GREENBRIER	D	14,400	14,060		
MCDOWELL	C	15,200	14,880		
MERCER	C	27,500	27,020		
MONROE	D	4,800	4,730		
RALEIGH	C	31,800	31,220		
SUMMERS	D	5,200	5,080		
WYOMING	D	11,500	11,330		
757 BOISE		161,200	157,510	98	.169
IDAHO					
ADA	M B	80,700	79,510		
ADAMS	D	1,200	1,090		
BLAINE	D	6,000	5,780		
BOISE	D	1,700	1,570		
CAMAS	D	300	300		
CANYON	M C	32,200	31,450		
ELMORE	D	7,300	7,180		
GEM	D	4,200	4,080		
OWYHEE	D	2,900	2,800		
PAYETTE	D	6,200	6,040		
VALLEY	D	2,500	2,310		
WASHINGTON	D	3,100	2,980		
OREGON					
GRANT	D	3,300	3,030		
MALHEUR	D	9,600	9,390		
506 BOSTON		2,171,300	2,141,400	99	2.301
MASSACHUSETTS					
BARNSTABLE	C	77,000	75,890		
ESSEX	M A	253,500	250,360		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
506 BOSTON (CONT'D)					
MASSACHUSETTS					
FRANKLIN	C	28,000	27,190		
MIDDLESEX	M A	512,100	506,570		
NANTUCKET	D	2,900	2,840		
NORFOLK	M A	226,900	225,270		
PLYMOUTH	B	154,800	153,550		
SUFFOLK	M A	274,200	266,770		
WORCESTER	B	257,100	254,320		
NEW HAMPSHIRE					
BELKNAP	C	20,100	19,720		
CHESHIRE	C	26,700	25,850		
HILLSBOROUGH	B	127,200	126,110		
MERRIMACK	C	46,700	45,600		
ROCKINGHAM	B	93,400	92,420		
STRAFFORD	C	37,700	37,180		
SULLIVAN	D	16,100	15,830		
VERMONT					
WINDHAM	D	16,900	15,930		
736 BOWLING GREEN		53,300	52,030	98	.056
KENTUCKY					
ADAIR	D	5,900	5,680		
BUTLER	D	4,200	4,120		
EDMONSON	D	3,400	3,250		
HART	D	6,000	5,840		
METCALFE	D	3,600	3,450		
WARREN	C	30,200	29,690		
514 BUFFALO		621,600	613,990	99	.660
NEW YORK					
ALLEGANY	C	18,000	17,460		
CATTARAUGUS	C	30,300	29,790		
CHAUTAUQUA	C	54,300	53,420		
ERIE	M B	362,000	358,200		
GENESEE	C	21,600	21,430		
NIAGARA	M B	81,800	81,150		
ORLEANS	B	14,500	14,260		
WYOMING	D	14,000	13,820		
PENNSYLVANIA					
MCKEAN	C	18,100	17,840		
POTTER	D	7,000	6,620		
523 BURLINGTON-PLATTSBURGH		283,900	278,230	98	.299
NEW HAMPSHIRE					
GRAFTON	C	28,200	27,130		
NEW YORK					
CLINTON	M C	27,000	26,770		
ESSEX	M D	14,500	14,230		
FRANKLIN	C	15,800	15,460		
ST LAWRENCE-E	C	12,900	12,720		
VERMONT					
ADDISON	D	11,600	11,350		
CALEDONIA	D	11,200	10,930		
CHITTENDEN	M C	50,100	49,180		
FRANKLIN	M D	14,000	13,830		
GRAND ISLE	M D	2,000	1,980		
LAMOILLE	D	7,500	7,420		
ORANGE	D	9,600	9,440		
ORLEANS	D	9,200	9,090		
RUTLAND	C	24,500	23,830		
WASHINGTON	C	22,200	21,830		
WINDSOR	C	23,600	23,040		
754 BUTTE		48,200	46,630	97	.050
MONTANA					
BEAVERHEAD	D	3,200	3,030		
DEER LODGE	M D	3,900	3,830		
GALLATIN	C	19,100	18,260		
JEFFERSON	D	3,300	3,190		
MADISON	D	2,200	2,130		
POWELL	D	2,400	2,340		
SILVER BOW	M D	14,100	13,850		
767 CASPER-RIVERTON		50,900	49,580	97	.053
WYOMING					
CONVERSE	D	4,500	4,340		
FREMONT	C	12,400	12,020		
HOT SPRINGS	D	2,200	2,140		
JOHNSON	D	2,600	2,540		
NATRONA	C	25,900	25,330		
WASHAKIE	D	3,300	3,210		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
637 CEDAR RAPIDS-WATERLOO&DUBQ		325,700	321,080	99	.345
IOWA					
ALLAMAKEE	D	5,400	5,310		
BENTON	M D	8,900	8,790		
BLACK HAWK	M C	47,200	46,660		
BREMER	D	8,600	8,510		
BUCHANAN	M D	8,000	7,850		
BUTLER	D	6,200	6,110		
CEDAR	D	7,300	7,260		
CHICKASAW	D	5,300	5,230		
CLAYTON	D	8,100	7,970		
DELAWARE	D	6,700	6,650		
DUBUQUE	M C	31,700	31,350		
FAYETTE	D	9,000	8,910		
GRUNDY	D	5,300	5,230		
IOWA	D	6,000	5,920		
JOHNSON	C	34,800	33,880		
JONES	D	7,300	7,220		
KEOKUK	D	4,700	4,650		
LINN	M B	68,700	67,840		
TAMA	D	6,800	6,740		
WASHINGTON	D	7,700	7,450		
WINNESHIEK	D	7,700	7,610		
WISCONSIN					
CRAWFORD	D	6,200	6,140		
GRANT	C	18,100	17,800		
648 CHAMPAIGN&SPRNGFLD-DECATUR		343,600	338,140	98	.363
ILLINOIS					
CHAMPAIGN	M B	64,200	62,580		
CHRISTIAN	D	14,500	14,350		
COLES	C	19,600	19,280		
DE WITT	D	7,200	7,120		
DOUGLAS	D	7,700	7,620		
EFFINGHAM	D	12,600	12,470		
FORD	D	5,800	5,760		
LOGAN	D	10,700	10,590		
MACON	M C	48,300	47,660		
MENARD	M B	4,800	4,750		
MORGAN	D	14,500	14,330		
MOULTRIE	D	5,400	5,310		
PIATT	D	6,500	6,440		
SANGAMON	M B	77,000	75,780		
SHELBY	D	9,400	9,290		
VERMILION	M C	35,400	34,810		
564 CHARLESTON-HUNTINGTON		494,400	484,950	98	.521
KENTUCKY					
BOYD	M B	20,200	19,880		
CARTER	D	9,000	8,850		
ELLIOTT	D	2,500	2,460		
FLOYD	C	17,800	17,370		
GREENUP	B	13,600	13,420		
JOHNSON	D	9,000	8,810		
LAWRENCE	D	5,100	4,970		
MAGOFFIN	D	5,000	4,880		
MARTIN	D	4,400	4,300		
MORGAN	D	4,100	3,790		
PIKE	C	28,500	27,790		
OHIO					
ATHENS	C	20,200	19,780		
GALLIA	D	11,200	11,020		
JACKSON	D	11,300	11,130		
LAWRENCE	M B	23,800	23,510		
MEIGS	D	9,300	9,110		
SCIOTO	C	30,600	30,050		
VINTON	D	4,300	4,180		
WEST VIRGINIA					
BOONE	D	10,800	10,600		
BRAXTON	D	5,400	5,270		
CABELL	M B	41,700	41,150		
CALHOUN	D	3,300	3,170		
CLAY	D	4,100	3,990		
JACKSON	D	9,600	9,500		
KANAWHA	M B	90,500	89,030		
LINCOLN	M D	8,000	7,840		
LOGAN	C	17,300	17,030		
MASON	D	10,000	9,730		
MINGO	D	12,700	12,340		
NICHOLAS	D	10,600	10,320		
PUTNAM	M B	16,100	15,850		
ROANE	D	5,700	5,500		
WAYNE	M B	16,900	16,570		
WIRT	B	1,800	1,760		
519 CHARLESTON, SC		227,100	223,320	98	.240
SOUTH CAROLINA					
BERKELEY	M B	45,500	44,730		
CHARLESTON	M B	107,800	106,090		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
519 CHARLESTON, SC (CONT'D)					
SOUTH CAROLINA					
COLLETON	D	13,200	12,950		
DORCHESTER	M B	29,200	28,740		
GEORGETOWN	C	18,200	17,880		
WILLIAMSBURG	D	13,200	12,950		
517 CHARLOTTE		744,600	734,210	99	.789
NORTH CAROLINA					
ALEXANDER	C	10,700	10,550		
ANSON	D	9,300	9,190		
ASHE	D	9,500	9,060		
BURKE	C	30,400	29,800		
CABARRUS	M B	36,900	36,470		
CALDWELL	C	27,900	27,560		
CATAWBA	C	47,000	46,460		
CLEVELAND	C	33,500	33,090		
GASTON	M B	66,100	65,190		
IREDELL	C	35,900	35,300		
LINCOLN	M C	19,400	19,260		
MECKLENBURG	M B	197,900	195,230		
RICHMOND	C	18,200	17,840		
ROWAN	M B	42,300	41,810		
STANLY	C	20,400	20,190		
UNION	M B	30,500	30,090		
WATAUGA	D	13,000	12,650		
SOUTH CAROLINA					
CHESTER	D	11,300	11,140		
CHESTERFIELD	D	15,200	14,850		
LANCASTER	C	21,300	21,030		
YORK	M C	47,900	47,450		
584 CHARLOTTESVILLE		42,200	40,510	96	.044
VIRGINIA					
ALBEMARLE	M C	42,200	40,510		
575 CHATTANOOGA		312,600	307,860	98	.331
ALABAMA					
JACKSON	C	19,900	19,500		
GEORGIA					
CATOOSA	M B	15,500	15,360		
DADE	M B	4,400	4,330		
FANNIN	D	6,500	6,320		
MURRAY	D	9,400	9,300		
WALKER	M B	21,400	21,100		
WHITFIELD	C	26,700	26,400		
NORTH CAROLINA					
CHEROKEE	D	8,600	8,190		
TENNESSEE					
BLEDSOE	D	3,500	3,370		
BRADLEY	C	28,200	27,760		
GRUNDY	D	5,000	4,880		
HAMILTON	M B	116,600	115,040		
MCMINN	C	16,400	16,230		
MARION	M B	9,800	9,630		
MEIGS	D	3,000	2,950		
POLK	D	4,900	4,790		
RHEA	D	9,600	9,390		
SEQUATCHIE	M B	3,400	3,320		
759 CHEYENNE-SCOTTSBLUF-STRLNG		47,600	46,880	98	.050
NEBRASKA					
BANNER	D	300	300		
MORRILL	D	2,400	2,350		
SCOTTS BLUFF	D	14,200	14,000		
WYOMING					
LARAMIE	M C	30,700	30,230		
602 CHICAGO		3,188,400	3,141,510	99	3.376
ILLINOIS					
COOK	M A	1,992,000	1,958,530		
DE KALB	C	27,000	26,670		
DU PAGE	M A	289,200	286,770		
GRUNDY	D	13,100	12,890		
IROQUOIS	D	12,400	12,220		
KANE	M A	117,600	115,990		
KANKAKEE	C	37,000	36,600		
KENDALL	D	14,900	14,820		
LAKE	M A	175,400	173,680		
LA SALLE	C	42,200	41,720		
LIVINGSTON	C	15,000	14,630		
MCHENRY	M A	63,400	62,600		
WILL	M A	119,200	118,090		
INDIANA					
JASPER	D	9,200	8,890		
LAKE	M A	172,700	170,140		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
602 CHICAGO (CONT'D)					
INDIANA					
LA PORTE	C	37,800	37,440		
NEWTON	D	5,300	5,240		
PORTER	M A	45,000	44,590		
868 CHICO-REDDING		163,400	159,080	97	.171
CALIFORNIA					
BUTTE	M C	74,400	72,270		
GLENN	M D	8,900	8,700		
SHASTA	M C	55,200	53,890		
TEHAMA	M D	19,100	18,780		
TRINITY	D	5,800	5,440		
515 CINCINNATI		776,200	766,730	99	.824
INDIANA					
DEARBORN	M A	14,200	14,040		
FAYETTE	D	9,800	9,650		
FRANKLIN	D	6,700	6,530		
OHIO	D	2,000	1,970		
RIPLEY	D	9,000	8,840		
SWITZERLAND	D	2,900	2,870		
UNION	D	2,400	2,370		
KENTUCKY					
BOONE	M A	19,600	19,410		
BRACKEN	D	2,700	2,670		
CAMPBELL	M A	30,400	30,100		
GALLATIN	D	2,000	1,940		
GRANT	D	5,300	5,200		
KENTON	M A	53,200	52,720		
LEWIS	D	5,000	4,740		
MASON	D	6,300	6,220		
OWEN	D	3,400	3,300		
PENDLETON	D	4,200	4,160		
ROBERTSON	D	800	770		
OHIO					
ADAMS	D	9,700	9,450		
BROWN	D	13,400	13,200		
BUTLER	A	103,900	102,700		
CLERMONT	M A	53,900	53,380		
CLINTON	D	14,100	13,910		
HAMILTON	M A	347,800	343,910		
HIGHLAND	D	14,200	13,850		
WARREN	M A	39,300	38,830		
598 CLARKSBURG-WESTON		111,200	109,240	98	.117
WEST VIRGINIA					
BARBOUR	D	6,100	6,000		
DODDRIDGE	D	2,800	2,680		
GILMER	D	2,900	2,780		
HARRISON	C	29,700	29,430		
LEWIS	D	7,000	6,880		
MARION	C	25,100	24,750		
RANDOLPH	D	10,600	10,330		
RITCHIE	D	4,500	4,370		
TAYLOR	D	5,900	5,820		
TUCKER	D	3,400	3,330		
UPSHUR	D	8,800	8,640		
WEBSTER	D	4,400	4,230		
510 CLEVELAND		1,479,100	1,460,020	99	1.569
OHIO					
ASHLAND	C	17,400	17,210		
ASHTABULA	C	37,800	37,370		
CARROLL	B	10,300	10,140		
CRAWFORD	C	19,000	18,690		
CUYAHOGA	M A	574,100	566,870		
ERIE	C	29,800	29,610		
GEAUGA	M A	26,800	26,370		
HOLMES	D	9,200	8,260		
HURON	C	21,000	20,780		
LAKE	M A	80,100	79,660		
LORAIN	M A	98,500	97,470		
MEDINA	M A	41,700	41,360		
PORTAGE	A	50,300	49,660		
RICHLAND	C	49,400	48,660		
STARK	B	141,600	139,590		
SUMMIT	A	200,100	197,860		
TUSCARAWAS	C	34,100	33,470		
WAYNE	C	37,900	36,990		
752 COLORADO SPRINGS-PUEBLO		244,600	239,770	98	.258
COLORADO					
BACA	D	1,900	1,790		
BENT	D	1,900	1,870		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
752 COLORADO SPRINGS-PUEBLO (CONT'D)					
COLORADO					
CHEYENNE	D	900	870		
CROWLEY	D	900	890		
CUSTER	D	600	580		
EL PASO	M B	153,800	150,600		
FREMONT	D	12,300	11,920		
HUERFANO	D	2,600	2,540		
KIOWA	D	600	560		
LAS ANIMAS	D	5,400	5,250		
OTERO	D	8,000	7,900		
PUEBLO	M C	50,700	50,080		
TELLER	M B	5,000	4,920		
604 COLUMBIA-JEFFERSON CITY		132,700	130,020	98	.140
MISSOURI					
AUDRAIN	D	9,600	9,350		
BOONE	M C	40,200	39,380		
CALLAWAY	M D	11,500	11,240		
CHARITON	D	3,900	3,830		
COLE	M C	22,800	22,510		
COOPER	D	5,700	5,580		
HOWARD	D	3,600	3,570		
MARIES	D	3,200	3,100		
MILLER	D	7,500	7,380		
MONITEAU	D	4,500	4,390		
MORGAN	D	6,400	6,080		
OSAGE	D	4,200	4,180		
RANDOLPH	D	9,600	9,430		
546 COLUMBIA, SC		304,500	299,620	98	.322
SOUTH CAROLINA					
CALHOUN	D	4,700	4,580		
CLARENDON	D	10,300	10,020		
FAIRFIELD	D	7,200	7,010		
KERSHAW	D	17,500	17,230		
LEE	D	6,000	5,840		
LEXINGTON	M B	67,300	66,480		
NEWBERRY	D	12,900	12,620		
ORANGEBURG	C	32,600	31,980		
RICHLAND	M B	105,600	104,150		
SALUDA	D	6,000	5,920		
SUMTER	C	34,400	33,790		
673 COLUMBUS-TUPELO-WEST POINT		159,900	156,500	98	.168
ALABAMA					
LAMAR	D	6,300	6,140		
MISSISSIPPI					
CALHOUN	D	5,700	5,550		
CHICKASAW	D	6,500	6,280		
CHOCTAW	D	3,200	3,080		
CLAY	D	7,600	7,420		
ITAWAMBA	D	8,000	7,850		
LEE	C	25,600	25,230		
LOWNDES	C	22,000	21,670		
MONROE	D	13,100	12,840		
MONTGOMERY	D	4,400	4,290		
NOXUBEE	D	4,000	3,800		
OKTIBBEHA	D	12,400	12,200		
PONTOTOC	D	8,800	8,560		
PRENTISS	D	9,400	9,250		
TISHOMINGO	D	7,200	7,010		
WEBSTER	D	3,700	3,620		
WINSTON	D	6,900	6,790		
YALOBUSHA	D	5,100	4,920		
522 COLUMBUS, GA		192,300	188,750	98	.203
ALABAMA					
BARBOUR	D	9,500	9,280		
CHAMBERS	D	14,800	14,630		
LEE	C	33,600	32,740		
RUSSELL	M B	19,200	18,800		
GEORGIA					
CHATTAHOOCHEE	M B	3,700	3,690		
CLAY	D	1,300	1,270		
HARRIS	D	7,000	6,820		
MACON	D	5,100	4,950		
MARION	D	1,800	1,740		
MUSCOGEE	M B	68,800	67,950		
QUITMAN	D	800	780		
RANDOLPH	D	3,300	3,240		
SCHLEY	D	1,100	1,080		
STEWART	D	1,900	1,850		
SUMTER	D	10,400	10,170		
TALBOT	D	2,300	2,250		
TAYLOR	D	2,800	2,720		
TERRELL	D	4,100	4,010		
WEBSTER	D	800	780		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
535 COLUMBUS, OH		679,500	671,840	99	.722
OHIO					
COSHOCTON	D	14,500	14,060		
DELAWARE	M B	22,900	22,580		
FAIRFIELD	M B	36,900	36,670		
FAYETTE	D	10,400	10,270		
FRANKLIN	M B	387,100	383,310		
HARDIN	D	12,200	12,040		
HOCKING	D	10,100	9,900		
KNOX	C	18,200	18,070		
LICKING	M C	48,600	48,060		
MADISON	M B	11,500	11,170		
MARION	C	23,900	23,660		
MORROW	D	10,200	10,070		
PERRY	D	11,800	11,620		
PICKAWAY	M B	15,400	15,270		
PIKE	D	9,500	9,210		
ROSS	C	24,600	24,310		
UNION	M D	11,700	11,570		
600 CORPUS CHRISTI		173,900	170,250	98	.183
TEXAS					
ARANSAS	D	7,000	6,780		
BEE	D	9,000	8,810		
BROOKS	D	2,700	2,610		
DUVAL	D	4,100	3,950		
JIM HOGG	D	1,800	1,730		
JIM WELLS	M D	12,500	12,090		
KENEDY	D	200	200		
KLEBERG	M D	10,500	10,310		
NUECES	M B	103,800	101,910		
REFUGIO	D	3,000	2,940		
SAN PATRICIO	M B	19,300	18,920		
623 DALLAS-FT. WORTH		1,764,200	1,735,380	98	1.865
TEXAS					
ANDERSON	D	14,800	14,460		
BOSQUE	D	6,500	6,400		
COLLIN	M A	79,800	78,590		
COMANCHE	D	5,000	4,880		
COOKE	D	11,800	11,520		
DALLAS	M A	750,300	738,600		
DELTA	D	1,800	1,750		
DENTON	M A	85,600	84,020		
ELLIS	M A	29,600	29,180		
ERATH	D	10,800	10,530		
FANNIN	D	10,200	9,980		
FREESTONE	D	6,400	6,210		
GRAYSON	C	38,900	38,110		
HENDERSON	C	23,100	22,730		
HILL	D	10,900	10,650		
HOOD	A	12,800	12,690		
HOPKINS	D	11,900	11,470		
HUNT	C	27,000	26,630		
JACK	D	2,800	2,750		
JOHNSON	M A	35,600	35,060		
KAUFMAN	M A	20,200	19,870		
KIMBLE	D	1,600	1,530		
LAMAR	C	17,500	16,970		
NAVARRO	D	15,400	15,240		
PALO PINTO	D	9,700	9,380		
PARKER	M A	24,600	24,230		
RAINS	D	2,800	2,650		
ROCKWALL	M A	10,500	10,400		
SOMERVELL	D	2,300	2,200		
TARRANT	M A	442,500	435,820		
VAN ZANDT	D	16,100	15,850		
WISE	A	13,500	13,340		
WOOD	D	11,900	11,690		
682 DAVENPORT-R.ISLAND-MOLINE		312,300	308,660	99	.332
ILLINOIS					
BUREAU	D	14,300	14,180		
CARROLL	D	7,000	6,910		
HENDERSON	D	3,500	3,500		
HENRY	M B	20,200	20,070		
JO DAVIESS	D	9,200	9,070		
KNOX	C	22,500	22,220		
MERCER	D	7,000	6,900		
ROCK ISLAND	M B	60,900	60,190		
WARREN	D	7,900	7,820		
WHITESIDE	C	24,200	23,930		
IOWA					
CLINTON	C	20,400	20,200		
DES MOINES	C	18,200	17,930		
HENRY	D	7,200	7,060		
JACKSON	D	8,200	8,120		
LOUISA	D	4,600	4,520		
MUSCATINE	C	15,900	15,740		
682 DAVENPORT-R.ISLAND-MOLINE (CONT'D)					
IOWA					
SCOTT	M B	61,100	60,300		
542 DAYTON		511,300	505,760	99	.544
INDIANA					
WAYNE	C	27,200	26,740		
OHIO					
AUGLAIZE	B	16,800	16,690		
CHAMPAIGN	B	13,700	13,380		
CLARK	M B	56,600	56,030		
DARKE	C	21,200	20,930		
GREENE	M B	47,900	47,430		
LOGAN	D	16,300	16,050		
MERCER	D	13,800	13,670		
MIAMI	M B	35,300	34,830		
MONTGOMERY	M B	231,600	229,540		
PREBLE	M B	15,400	15,100		
SHELBY	C	15,500	15,370		
751 DENVER		1,076,300	1,053,510	98	1.132
COLORADO					
ADAMS	M A	108,100	106,680		
ALAMOSA	D	4,800	4,540		
ARAPAHOE	M A	164,500	163,220		
BOULDER	M A	86,500	84,510		
CHAFFEE	D	5,100	4,900		
CLEAR CREEK	D	3,000	2,880		
DENVER	M A	228,600	222,770		
DOUGLAS	M A	16,200	15,930		
EAGLE	D	7,500	7,250		
ELBERT	D	3,600	3,550		
GARFIELD	D	11,300	11,050		
GILPIN	M A	1,300	1,240		
GRAND	D	3,600	3,380		
GUNNISON	D	4,100	3,970		
HINSDALE	D	200	200		
JACKSON	D	700	690		
JEFFERSON	M A	170,700	168,580		
KIT CARSON	D	2,900	2,810		
LAKE	D	2,300	2,190		
LARIMER	C	74,500	72,520		
LINCOLN	D	1,800	1,770		
LOGAN	D	7,200	7,100		
MINERAL	D	300	290		
MOFFAT	D	4,900	4,790		
MORGAN	D	8,400	8,310		
PARK	D	3,100	2,930		
PHILLIPS	D	1,800	1,770		
PITKIN	D	5,200	4,950		
PROWERS	D	5,400	5,210		
RIO BLANCO	D	2,000	1,970		
ROUTT	D	5,400	5,150		
SAN JUAN	D	400	390		
SAN MIGUEL	D	1,700	1,510		
SEDGWICK	D	1,400	1,380		
SUMMIT	D	5,200	4,850		
WASHINGTON	D	1,900	1,830		
WELD	C	52,500	51,740		
YUMA	D	3,900	3,850		
MONTANA					
FALLON	D	1,300	1,270		
NEBRASKA					
BOX BUTTE	D	5,200	5,130		
CHEYENNE	D	4,200	4,140		
DAWES	D	3,500	3,450		
DEUEL	D	1,000	980		
KEITH	D	3,600	3,530		
KIMBALL	D	1,800	1,790		
WYOMING					
ALBANY	D	12,300	11,690		
CAMPBELL	D	12,100	12,030		
CARBON	D	6,600	6,360		
GOSHEN	D	5,200	5,130		
NIOBRARA	D	1,200	1,170		
PLATTE	D	4,300	4,190		
679 DES MOINES-AMES		377,800	373,060	99	.401
IOWA					
ADAIR	D	3,500	3,480		
ADAMS	D	2,100	2,070		
APPANOOSE	D	6,000	5,880		
AUDUBON	D	2,900	2,850		
BOONE	D	10,200	10,170		
CALHOUN	D	4,700	4,690		
CARROLL	D	8,400	8,330		
CLARKE	D	3,500	3,450		
DALLAS	M D	12,300	12,200		
DECATUR	D	3,300	3,200		
FRANKLIN	D	4,900	4,850		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
679 DES MOINES-AMES (CONT'D)					
IOWA					
GREENE	D	4,500	4,470		
GUTHRIE	D	4,700	4,620		
HAMILTON	D	6,700	6,640		
HARDIN	D	8,000	7,910		
HUMBOLDT	D	4,900	4,860		
JASPER	D	14,600	14,450		
LUCAS	D	4,100	4,030		
MADISON	D	4,700	4,640		
MAHASKA	D	9,300	9,100		
MARION	D	11,400	11,180		
MARSHALL	C	15,900	15,740		
MONROE	D	3,300	3,200		
POCAHONTAS	D	4,100	4,070		
POLK	M B	137,500	135,810		
POWESHIEK	D	7,300	7,180		
RINGGOLD	D	2,300	2,270		
STORY	M C	25,900	25,470		
UNION	D	5,400	5,320		
WARREN	M B	13,800	13,730		
WAYNE	D	3,000	2,950		
WEBSTER	C	16,900	16,640		
WRIGHT	D	6,100	6,030		
MISSOURI					
MERCER	D	1,600	1,580		
505 DETROIT		1,741,400	1,722,470	99	1.851
MICHIGAN					
LAPEER	M A	24,800	24,510		
LIVINGSTON	M A	39,600	39,090		
MACOMB	M A	259,900	258,210		
MONROE	B	47,400	47,020		
OAKLAND	M A	407,000	403,700		
ST CLAIR	M A	53,500	52,830		
WASHTENAW	A	103,600	101,100		
WAYNE	M A	805,600	796,010		
606 DOTHAN		106,700	104,950	98	.113
ALABAMA					
COFFEE	D	15,400	15,120		
DALE	M C	17,400	17,120		
GENEVA	D	9,400	9,270		
HENRY	D	5,600	5,510		
HOUSTON	M C	32,700	32,300		
FLORIDA					
HOLMES	D	6,500	6,350		
JACKSON	D	15,100	14,780		
GEORGIA					
EARLY	D	4,600	4,500		
676 DULUTH-SUPERIOR		172,600	169,500	98	.182
MICHIGAN					
GOGEBIC	D	7,400	7,240		
MINNESOTA					
AITKIN	D	5,500	5,330		
CARLTON	M D	10,800	10,710		
COOK	D	1,800	1,710		
ITASCA	C	16,400	16,140		
KOOCHICHING	D	5,700	5,500		
LAKE	D	4,100	4,050		
ST LOUIS	M B	77,600	76,440		
WISCONSIN					
ASHLAND	D	6,500	6,370		
BAYFIELD	D	5,700	5,510		
DOUGLAS	M B	16,700	16,510		
IRON	D	2,700	2,670		
SAWYER	D	5,800	5,580		
WASHBURN	D	5,900	5,740		
765 EL PASO		237,100	232,770	98	.250
NEW MEXICO					
DONA ANA	C	47,900	46,790		
HIDALGO	D	2,000	1,720		
TEXAS					
CULBERSON	D	1,000	940		
EL PASO	M B	185,200	182,350		
HUDSPETH	D	1,000	970		
565 ELMIRA		92,800	90,990	98	.098
NEW YORK					
CHEMUNG	C	34,300	33,950		
SCHUYLER	D	6,500	6,390		
STEUBEN	C	36,700	35,900		
PENNSYLVANIA					
565 ELMIRA (CONT'D)					
PENNSYLVANIA					
TIOGA	C	15,300	14,750		
516 ERIE		154,000	151,970	99	.163
PENNSYLVANIA					
CRAWFORD	C	32,400	31,710		
ERIE	M B	104,200	103,350		
WARREN	C	17,400	16,910		
801 EUGENE		193,100	185,880	96	.200
OREGON					
BENTON	C	24,500	23,000		
COOS	C	23,900	23,150		
DOUGLAS	C	36,300	34,700		
LANE	M B	108,400	105,030		
802 EUREKA		55,700	53,030	95	.057
CALIFORNIA					
DEL NORTE	D	8,200	7,900		
HUMBOLDT	M C	47,500	45,130		
649 EVANSVILLE		271,600	268,040	99	.288
ILLINOIS					
EDWARDS	D	3,600	3,590		
GALLATIN	D	2,800	2,770		
WABASH	D	5,500	5,410		
WAYNE	D	7,400	7,210		
WHITE	D	7,200	7,040		
INDIANA					
DUBOIS	D	13,400	13,190		
GIBSON	M B	13,100	12,870		
PERRY	D	6,400	6,340		
PIKE	D	5,200	5,080		
POSEY	M B	9,400	9,280		
SPENCER	D	7,000	6,880		
VANDERBURGH	M B	67,800	67,190		
WARRICK	M B	17,300	17,160		
KENTUCKY					
DAVIESS	C	33,700	33,410		
HANCOCK	D	2,900	2,840		
HENDERSON	M B	16,600	16,470		
HOPKINS	C	18,100	17,700		
MCLEAN	D	3,500	3,450		
MUHLENBERG	D	11,400	11,180		
OHIO	D	8,000	7,810		
UNION	D	5,800	5,770		
WEBSTER	D	5,500	5,400		
745 FAIRBANKS		29,100	27,860	96	.030
ALASKA					
FAIRBNKS-PLUS	C	29,100	27,860		
724 FARGO-VALLEY CITY		221,600	217,930	98	.234
MINNESOTA					
BECKER	D	11,500	11,190		
CLAY	C	17,200	17,040		
CLEARWATER	D	3,100	3,020		
KITTSON	D	2,400	2,320		
LAKE OF WOODS	D	1,500	1,430		
MAHNOMEN	D	1,700	1,670		
MARSHALL	D	4,500	4,430		
NORMAN	D	3,100	3,060		
OTTER TAIL	C	20,100	19,780		
PENNINGTON	D	5,600	5,420		
POLK	C	12,500	12,350		
RED LAKE	D	1,800	1,780		
ROSEAU	D	5,200	5,000		
WILKIN	D	2,800	2,790		
NORTH DAKOTA					
BARNES	D	5,100	5,050		
BENSON	D	2,500	2,460		
CASS	C	41,000	40,320		
CAVALIER	D	2,600	2,570		
DICKEY	D	2,500	2,470		
EDDY	D	1,300	1,290		
FOSTER	D	1,600	1,590		
GRAND FORKS	C	25,300	24,950		
GRIGGS	D	1,400	1,390		
LA MOURE	D	2,200	2,190		
NELSON	D	2,000	1,980		
PEMBINA	D	3,700	3,600		
RAMSEY	D	5,100	5,030		
RANSOM	D	2,400	2,360		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
724 FARGO-VALLEY CITY (CONT'D)					
NORTH DAKOTA					
RICHLAND	D	7,000	6,910		
SARGENT	D	1,900	1,860		
STEELE	D	1,100	1,080		
STUTSMAN	D	9,300	9,140		
TOWNER	D	1,600	1,540		
TRAILL	D	3,400	3,370		
WALSH	D	5,600	5,500		
513 FLINT-SAGINAW-BAY CITY		458,800	454,130	99	.488
MICHIGAN					
ARENAC	D	6,000	5,930		
BAY	M C	42,000	41,710		
CLARE	D	10,900	10,810		
GENESEE	M B	160,100	158,320		
GLADWIN	D	9,300	9,210		
GRATIOT	C	14,100	13,860		
HURON	D	13,600	13,400		
IOSCO	D	12,000	11,890		
ISABELLA	C	18,000	17,670		
MIDLAND	M C	28,000	27,840		
OGEMAW	D	7,500	7,470		
SAGINAW	M B	77,300	76,690		
SANILAC	C	15,700	15,370		
SHIAWASSEE	B	24,900	24,690		
TUSCOLA	C	19,400	19,270		
570 FLORENCE-MYRTLE BEACH		170,700	167,860	98	.180
NORTH CAROLINA					
SCOTLAND	D	12,400	12,060		
SOUTH CAROLINA					
DARLINGTON	C	23,900	23,580		
DILLON	D	10,800	10,630		
FLORENCE	C	43,800	43,210		
HORRY	C	56,600	55,580		
MARION	D	12,300	12,080		
MARLBORO	D	10,900	10,720		
866 FRESNO-VISALIA		455,700	446,010	98	.479
CALIFORNIA					
FRESNO	M B	230,000	225,290		
KINGS	C	28,600	28,050		
MADERA	C	28,700	27,940		
MARIPOSA	D	6,200	5,890		
MERCED	C	59,800	58,350		
TULARE	B	102,400	100,490		
571 FT. MYERS-NAPLES		264,000	260,390	99	.280
FLORIDA					
CHARLOTTE	C	47,100	46,640		
COLLIER	C	62,000	60,700		
GLADES	D	2,800	2,700		
HENDRY	D	9,000	8,780		
LEE	B	143,100	141,570		
670 FT. SMITH		194,900	190,670	98	.205
ARKANSAS					
BENTON	B	39,300	38,490		
CRAWFORD	M B	16,600	16,250		
FRANKLIN	D	6,000	5,820		
LOGAN	D	7,800	7,640		
MADISON	D	4,800	4,570		
SCOTT	D	4,300	4,210		
SEBASTIAN	M B	41,300	40,670		
WASHINGTON	B	43,400	42,540		
OKLAHOMA					
LE FLORE	M B	18,100	17,610		
SEQUOYAH	M B	13,300	12,870		
509 FT. WAYNE		237,100	233,720	99	.251
INDIANA					
ADAMS	M B	10,800	10,570		
ALLEN	M B	113,700	112,340		
DE KALB	M B	12,700	12,540		
HUNTINGTON	M D	14,100	14,020		
JAY	D	8,200	8,020		
NOBLE	D	14,400	14,100		
STEUBEN	D	11,000	10,880		
WABASH	D	12,700	12,360		
WELLS	M B	9,700	9,390		
WHITLEY	M D	10,100	9,990		
OHIO					
PAULDING	D	7,800	7,680		
VAN WERT	B	11,900	11,830		
592 GAINESVILLE		91,100	88,180	97	.095
FLORIDA					
ALACHUA	M B	74,500	72,170		
DIXIE	M D	3,900	3,700		
GILCHRIST	M D	2,600	2,530		
LEVY	M D	10,100	9,780		
798 GLENDIVE		4,700	4,560	97	.005
MONTANA					
DAWSON	D	4,000	3,890		
PRAIRIE	D	700	670		
773 GRAND JUNCTION-MONTROSE		53,800	52,430	97	.056
COLORADO					
DELTA	D	8,900	8,690		
MESA	M C	34,800	33,880		
MONTROSE	D	9,400	9,200		
OURAY	D	700	660		
563 GRAND RAPIDS-KALMZOO-B.CRK		635,400	626,440	99	.673
MICHIGAN					
ALLEGAN	M C	32,600	32,150		
BARRY	M B	18,000	17,830		
BRANCH	C	15,400	15,060		
CALHOUN	M B	53,900	53,460		
IONIA	B	18,100	17,940		
KALAMAZOO	M B	83,800	82,970		
KENT	M B	185,300	182,370		
MECOSTA	D	12,700	12,440		
MONTCALM	C	19,700	19,170		
MUSKEGON	B	58,100	57,670		
NEWAYGO	D	15,400	15,180		
OCEANA	B	8,800	8,620		
OTTAWA	M B	63,500	62,580		
ST JOSEPH	C	23,100	22,590		
VAN BUREN	M B	26,800	26,410		
755 GREAT FALLS		66,600	64,870	97	.070
MONTANA					
BLAINE	D	2,500	2,400		
CASCADE	M C	30,600	30,080		
CHOUTEAU	D	2,200	2,170		
FERGUS	D	4,800	4,580		
GLACIER	D	3,800	3,660		
HILL	D	6,300	6,610		
JUDITH BASIN	D	1,000	980		
LIBERTY	D	1,000	980		
MEAGHER	D	800	780		
PHILLIPS	D	2,100	2,010		
PONDERA	D	2,600	2,510		
TETON	D	2,500	2,430		
TOOLE	D	2,200	2,160		
VALLEY	D	3,600	3,520		
658 GREEN BAY-APPLETON		392,300	388,880	99	.418
MICHIGAN					
DELTA	D	13,900	13,780		
DICKINSON	D	10,700	10,580		
MENOMINEE	D	9,700	9,620		
SCHOOLCRAFT	D	2,900	2,790		
WISCONSIN					
BROWN	M B	74,700	74,160		
CALUMET	M B	12,700	12,630		
DOOR	D	11,100	11,050		
FOND DU LAC	C	33,400	33,050		
GREEN LAKE	D	7,700	7,600		
KEWAUNEE	M D	7,000	6,940		
MANITOWOC	M C	30,600	30,350		
MARINETTE	D	16,500	16,400		
MENOMINEE	D	1,000	1,000		
OCONTO	D	12,400	12,250		
OUTAGAMIE	M B	51,900	51,650		
SHAWANO	D	14,800	14,600		
WAUPACA	C	17,300	17,010		
WAUSHARA	D	8,700	8,490		
WINNEBAGO	M B	55,300	54,930		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
518 GREENSBORO-H.POINT-W.SALEM		532,900	524,880	98	.564
NORTH CAROLINA					
ALAMANCE	C	42,200	41,670		
ALLEGHANY	D	3,900	3,840		
CASWELL	D	7,400	7,320		
DAVIDSON	M B	49,000	48,080		
DAVIE	M U	11,300	11,040		
FORSYTH	M B	111,600	110,070		
GUILFORD	M B	134,500	132,910		
MONTGOMERY	D	9,200	9,020		
RANDOLPH	M B	41,300	40,650		
ROCKINGHAM	C	34,300	33,820		
STOKES	M B	14,100	13,850		
SURRY	C	25,100	24,860		
WILKES	C	24,200	23,710		
YADKIN	M B	11,900	11,690		
VIRGINIA					
GRAYSON	D	6,300	5,880		
PATRICK	D	6,600	6,470		
545 GREENVILLE-N.BERN-WASHNGTN		228,600	224,760	98	.242
NORTH CAROLINA					
BEAUFORT	M C	17,300	16,990		
BERTIE	D	7,600	7,360		
CARTERET	C	21,800	21,360		
CRAVEN	M C	30,700	30,310		
DUPLIN	C	15,800	15,530		
GREENE	M D	5,400	5,340		
HYDE	D	2,000	1,930		
JONES	D	3,200	3,130		
LENOIR	M C	22,800	22,420		
MARTIN	D	9,600	9,450		
ONSLOW	C	40,100	39,580		
PAMLICO	D	4,300	4,220		
PITT	M C	41,400	40,690		
TYRRELL	D	1,400	1,370		
WASHINGTON	D	5,200	5,080		
567 GREENVILLE-SPART-ASHEVILLE		662,800	651,940	98	.701
GEORGIA					
ELBERT	D	7,200	7,070		
FRANKLIN	D	6,500	6,410		
HART	D	7,200	7,170		
MADISON	C	7,900	7,720		
STEPHENS	D	8,800	8,730		
NORTH CAROLINA					
BUNCOMBE	M B	72,600	70,870		
GRAHAM	D	2,500	2,450		
HAYWOOD	C	19,800	19,470		
HENDERSON	M C	30,700	30,070		
JACKSON	D	10,200	9,900		
MCDOWELL	D	13,900	13,650		
MACON	D	10,000	9,730		
MADISON	M B	6,700	6,410		
MITCHELL	D	5,600	5,460		
POLK	M D	6,000	5,860		
RUTHERFORD	C	22,700	22,440		
SWAIN	D	4,100	3,990		
TRANSYLVANIA	D	10,700	10,550		
YANCEY	D	6,100	5,870		
SOUTH CAROLINA					
ABBEVILLE	D	8,800	8,600		
ANDERSON	C	56,800	56,030		
CHEROKEE	C	15,900	15,710		
GREENVILLE	M B	126,100	124,490		
GREENWOOD	C	24,000	23,720		
LAURENS	C	19,600	19,380		
OCONEE	C	22,800	22,440		
PICKENS	M B	33,500	32,920		
SPARTANBURG	M B	84,700	83,640		
UNION	D	11,400	11,190		
647 GREENWOOD-GREENVILLE		85,000	82,550	97	.089
ARKANSAS					
CHICOT	D	5,600	5,400		
MISSISSIPPI					
BOLIVAR	C	14,400	13,930		
CARROLL	D	3,400	3,310		
GRENADA	D	7,100	6,940		
LEFLORE	C	14,000	13,620		
SUNFLOWER	D	10,900	10,630		
TALLAHATCHIE	D	5,500	5,310		
WASHINGTON	C	24,100	23,410		
636 HARLINGEN-WESLACO-BRNSVLLE		207,600	201,620	97	.217
TEXAS					
CAMERON	M B	80,400	78,180		
HIDALGO	M B	111,500	108,480		
STARR	M D	10,600	10,020		
WILLACY	M D	5,100	4,940		
566 HARRISBURG-LNCSTR-LEB-YORK		576,300	560,940	97	.603
PENNSYLVANIA					
ADAMS	M B	27,000	26,420		
CUMBERLAND	M B	75,800	74,720		
DAUPHIN	M B	98,800	97,500		
JUNIATA	D	7,900	7,780		
LANCASTER	M B	156,300	147,990		
LEBANON	M C	43,000	41,830		
MIFFLIN	C	18,500	17,850		
PERRY	M B	16,100	15,730		
YORK	M B	132,900	131,120		
569 HARRISONBURG		37,000	35,390	96	.038
VIRGINIA					
ROCKINGHAM	C	30,200	28,990		
WEST VIRGINIA					
GRANT	D	3,800	3,530		
PENDLETON	D	3,000	2,870		
533 HARTFORD & NEW HAVEN		924,900	912,970	99	.981
CONNECTICUT					
HARTFORD	M B	326,200	322,320		
LITCHFIELD	B	65,400	64,300		
MIDDLESEX	C	55,800	54,990		
NEW HAVEN	M B	302,600	299,300		
NEW LONDON	B	92,900	91,420		
TOLLAND	B	44,100	43,390		
WINDHAM	C	37,900	37,250		
710 HATTIESBURG-LAUREL		91,900	89,920	98	.097
MISSISSIPPI					
COVINGTON	D	6,200	6,050		
FORREST	C	26,300	25,840		
JASPER	D	6,000	5,840		
JONES	C	23,600	23,220		
LAMAR	D	10,100	9,890		
MARION	D	9,300	8,970		
PERRY	D	3,400	3,300		
WAYNE	D	7,000	6,810		
766 HELENA		21,500	20,940	97	.023
MONTANA					
BROADWATER	D	1,600	1,570		
LEWIS & CLARK	C	19,900	19,370		
744 HONOLULU		370,300	359,670	97	.387
HAWAII					
HAWAII	C	40,900	39,300		
HONOLULU	M B	279,200	272,220		
KAUAI	D	16,600	15,760		
MAUI	C	33,600	32,390		
618 HOUSTON		1,501,900	1,471,840	98	1.582
TEXAS					
AUSTIN	D	7,800	7,620		
BRAZORIA	M A	63,900	63,030		
CALHOUN	D	7,500	7,360		
CHAMBERS	D	7,600	7,430		
COLORADO	D	7,300	7,120		
FORT BEND	M A	68,900	67,730		
GALVESTON	M A	81,200	79,890		
GRIMES	D	5,700	5,540		
HARRIS	M A	1,078,900	1,057,540		
JACKSON	D	4,600	4,330		
LIBERTY	M A	19,100	18,700		
MATAGORDA	D	15,600	15,230		
MONTGOMERY	M A	61,700	60,400		
POLK	D	12,500	12,090		
SAN JACINTO	D	6,100	5,690		
TRINITY	D	4,800	4,710		
WALKER	C	17,500	16,970		
WALLER	M A	7,300	7,130		
WASHINGTON	D	9,400	9,100		
WHARTON	C	14,500	14,230		

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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
691 HUNTSVILLE-DECATUR, FLOR		295,400	291,100	99	.313
ALABAMA					
COLBERT	C	21,100	20,730		
DE KALB	C	21,900	21,410		
FRANKLIN	D	11,300	11,110		
LAUDERDALE	C	33,100	32,590		
LAWRENCE	D	11,100	10,830		
LIMESTONE	M B	19,400	19,170		
MADISON	M B	97,400	96,310		
MARSHALL	B	29,500	29,050		
MORGAN	M C	39,700	39,210		
TENNESSEE					
LINCOLN	D	10,900	10,690		
758 IDAHO FALLS-POCATELLO		104,000	101,280	97	.109
IDAHO					
BANNOCK	M C	24,200	23,660		
BINGHAM	M D	11,800	11,560		
BONNEVILLE	M C	24,900	24,390		
BUTTE	D	1,000	990		
CASSIA	D	6,400	6,250		
CLARK	D	300	290		
CUSTER	D	1,900	1,690		
FREMONT	D	3,600	3,490		
JEFFERSON	D	5,500	5,360		
LEMHI	D	2,700	2,570		
MADISON	D	5,900	5,670		
MINIDOKA	D	6,900	6,750		
POWER	D	2,700	2,570		
TETON	D	900	880		
WYOMING					
LINCOLN	D	5,300	5,160		
527 INDIANAPOLIS		875,500	862,300	98	.927
INDIANA					
BARTHOLOMEW	C	25,200	24,780		
BENTON	D	3,600	3,570		
BLACKFORD	D	5,600	5,500		
BOONE	M B	14,800	14,630		
BROWN	D	5,500	5,390		
CARROLL	D	7,200	6,950		
CASS	C	15,100	14,940		
CLINTON	D	12,000	11,740		
DECATUR	D	8,500	8,200		
DELAWARE	C	43,700	43,110		
FOUNTAIN	D	6,800	6,710		
GRANT	C	27,600	26,940		
HAMILTON	M B	38,700	38,340		
HANCOCK	M B	17,000	16,770		
HENDRICKS	M B	26,800	26,560		
HENRY	C	18,700	18,500		
HOWARD	C	31,800	31,460		
JOHNSON	M B	31,100	30,770		
LAWRENCE	C	16,900	16,560		
MADISON	B	49,300	48,600		
MARION	M B	316,500	312,320		
MIAMI	D	14,100	13,920		
MONROE	C	38,300	36,940		
MONTGOMERY	D	13,600	13,480		
MORGAN	M B	19,200	18,730		
OWEN	D	7,300	7,090		
PUTNAM	D	10,100	9,970		
RANDOLPH	D	10,600	10,450		
RUSH	D	6,500	6,390		
SHELBY	M B	14,500	14,280		
TIPTON	C	6,300	6,250		
WARREN	D	3,000	2,970		
WHITE	D	9,600	9,490		
718 JACKSON, MS		301,200	294,810	98	.317
MISSISSIPPI					
ADAMS	D	13,800	13,440		
ATTALA	D	7,200	7,040		
CLAIBORNE	D	3,600	3,460		
COPIAH	D	9,800	9,530		
FRANKLIN	D	3,200	2,980		
HINDS	M B	95,200	93,850		
HOLMES	D	7,500	7,230		
HUMPHREYS	D	4,500	4,400		
ISSAQUENA	D	800	780		
JEFFERSON	D	3,000	2,910		
JEFF DAVIS	D	4,700	4,630		
LAWRENCE	D	4,700	4,580		
LEAKE	D	6,900	6,740		
LINCOLN	D	11,700	11,310		
MADISON	M C	19,700	19,280		
PIKE	D	13,600	13,230		
RANKIN	M B	31,100	30,550		
SCOTT	D	9,900	9,710		
718 JACKSON, MS (CONT'D)					
MISSISSIPPI					
SHARKEY	D	2,200	2,140		
SIMPSON	D	8,900	8,740		
SMITH	D	5,600	5,470		
WALTHALL	D	5,000	4,820		
WARREN	C	19,000	18,620		
YAZOO	D	9,600	9,370		
639 JACKSON, TN		59,800	58,380	98	.063
TENNESSEE					
CARROLL	D	11,100	10,830		
HARDIN	M D	8,700	8,450		
HENDERSON	M D	9,300	8,930		
MADISON	M C	30,700	30,170		
561 JACKSONVILLE		478,500	470,950	98	.506
FLORIDA					
BAKER	B	5,900	5,850		
BRADFORD	D	8,200	8,020		
CLAY	M B	37,400	37,000		
COLUMBIA	D	16,000	15,740		
DUVAL	M B	276,900	272,800		
NASSAU	M B	17,200	16,850		
PUTNAM	C	24,800	24,260		
ST JOHNS	M B	35,000	34,540		
UNION	D	2,300	2,130		
GEORGIA					
BRANTLEY	D	4,100	3,940		
CAMDEN	D	8,000	7,930		
CHARLTON	D	2,800	2,730		
CLINCH	D	2,200	2,150		
GLYNN	C	24,400	23,960		
WARE	D	13,300	13,050		
574 JOHNSTOWN-ALTOONA		291,100	286,160	98	.308
PENNSYLVANIA					
BEDFORD	C	18,200	17,880		
BLAIR	M C	50,800	50,070		
CAMBRIA	M B	62,400	61,830		
CAMERON	D	2,800	2,720		
CENTRE	C	40,700	39,610		
CLEARFIELD	C	30,700	30,220		
ELK	D	14,000	13,770		
FULTON	D	5,700	5,570		
HUNTINGDON	C	15,600	15,200		
JEFFERSON	C	19,100	18,790		
SOMERSET	M B	31,100	30,500		
734 JONESBORO		75,200	73,370	98	.079
ARKANSAS					
CLAY	D	7,700	7,520		
CRAIGHEAD	M C	24,800	24,360		
GREENE	M D	12,600	12,430		
IZARD	D	4,700	4,580		
LAWRENCE	D	7,000	6,760		
RANDOLPH	D	6,600	6,430		
SHARP	D	6,500	6,260		
MISSOURI					
RIPLEY	D	5,300	5,030		
603 JOPLIN-PITTSBURG		144,000	141,640	98	.152
KANSAS					
ALLEN	D	6,000	5,910		
BOURBON	D	6,500	6,300		
CHEROKEE	M D	8,900	8,780		
CRAWFORD	M D	15,200	14,950		
LABETTE	D	9,600	9,430		
NEOSHO	D	6,800	6,750		
WILSON	D	4,700	4,620		
WOODSON	D	1,800	1,760		
MISSOURI					
BARTON	D	4,700	4,630		
JASPER	M C	36,200	35,650		
MCDONALD	D	6,500	6,320		
NEWTON	M C	16,500	16,280		
VERNON	D	7,800	7,690		
OKLAHOMA					
OTTAWA	D	12,800	12,570		
616 KANSAS CITY		759,800	747,870	98	.804
KANSAS					
ANDERSON	D	3,200	3,110		
ATCHISON	D	6,400	6,310		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
616 KANSAS CITY (CONT'D)					
KANSAS					
BROWN	D	4,700	4,600		
DOUGLAS	C	28,100	27,520		
FRANKLIN	D	8,600	8,490		
JOHNSON	M A	136,700	135,570		
LEAVENWORTH	M C	21,600	21,310		
LINN	D	3,400	3,350		
MIAMI	M D	9,000	8,870		
WYANDOTTE	M A	65,300	64,090		
MISSOURI					
BATES	D	6,500	6,250		
CALDWELL	D	3,300	3,230		
CARROLL	D	4,500	4,400		
CASS	M A	22,200	21,820		
CLAY	M A	59,200	58,680		
CLINTON	D	6,400	6,330		
DAVIESS	D	3,500	3,390		
GENTRY	D	3,000	2,960		
GRUNDY	D	4,700	4,630		
HENRY	D	8,400	8,210		
JACKSON	M A	259,900	255,040		
JOHNSON	D	13,400	13,000		
LAFAYETTE	M D	12,200	12,040		
LINN	D	6,100	6,000		
LIVINGSTON	D	6,000	5,910		
PETTIS	D	14,400	14,130		
PLATTE	M A	21,000	20,820		
RAY	M A	8,700	8,600		
SALINE	D	9,400	9,210		
557 KNOXVILLE		434,000	425,780	98	.458
KENTUCKY					
BELL	D	11,800	11,450		
HARLAN	C	14,200	13,820		
KNOX	D	11,100	10,880		
MCCREARY	D	5,800	5,490		
WHITLEY	D	13,700	13,330		
TENNESSEE					
ANDERSON	M B	28,500	28,150		
BLOUNT	M B	33,900	33,500		
CAMPBELL	D	14,000	13,420		
CLAIBORNE	D	10,200	9,950		
COCKE	D	11,600	11,380		
CUMBERLAND	D	13,200	12,810		
FENTRESS	D	5,800	5,410		
GRAINGER	M D	6,700	6,550		
HAMBLEN	C	20,800	20,350		
HANCOCK	D	2,300	2,250		
JEFFERSON	M D	12,900	12,690		
KNOX	M B	136,100	134,250		
LOUDON	D	12,500	12,320		
MONROE	D	11,500	11,320		
MORGAN	D	5,800	5,680		
ROANE	C	19,100	18,860		
SCOTT	D	7,400	7,210		
SEVIER	M C	20,100	19,800		
UNION	M B	5,000	4,910		
702 LA CROSSE-EAU CLAIRE		165,300	162,860	99	.175
MINNESOTA					
HOUSTON	D	6,600	6,500		
WINONA	C	16,300	16,010		
WISCONSIN					
BUFFALO	D	5,700	5,600		
CHIPPEWA	C	19,600	19,470		
EAU CLAIRE	C	32,700	32,190		
JACKSON	D	6,600	6,550		
LA CROSSE	C	37,400	37,000		
MONROE	D	14,300	14,060		
RUSK	D	5,900	5,750		
TREMPEALEAU	D	9,800	9,660		
VERNON	D	10,400	10,070		
582 LAFAYETTE, IN		45,300	44,190	98	.047
INDIANA					
TIPPECANOE	C	45,300	44,190		
642 LAFAYETTE, LA		197,200	193,960	98	.208
LOUISIANA					
ACADIA	C	20,000	19,620		
ALLEN	D	7,200	7,010		
EVANGELINE	D	12,300	12,080		
IBERIA	C	22,100	21,720		
JEFF DAVIS	D	11,100	10,920		
LAFAYETTE	B	60,700	59,730		
ST LANDRY	C	30,000	29,420		
642 LAFAYETTE, LA (CONT'D)					
LOUISIANA					
ST MARTIN	C	15,000	14,830		
VERMILION	C	18,800	18,630		
643 LAKE CHARLES		77,200	75,690	98	.081
LOUISIANA					
BEAUREGARD	D	11,400	11,010		
CALCASIEU	M B	62,400	61,350		
CAMERON	D	3,400	3,330		
551 LANSING		226,500	223,330	99	.240
MICHIGAN					
CLINTON	M B	19,800	19,520		
EATON	M B	36,100	35,700		
HILLSDALE	C	15,800	15,510		
INGHAM	M B	102,500	100,880		
JACKSON	M B	52,300	51,720		
749 LAREDO		38,400	37,400	97	.040
TEXAS					
WEBB	M C	35,400	34,550		
ZAPATA	M D	3,000	2,850		
839 LAS VEGAS		289,000	284,170	98	.305
NEVADA					
CLARK	M B	280,700	276,180		
LINCOLN	D	1,400	1,370		
NYE	D	6,900	6,620		
541 LEXINGTON		354,100	345,000	97	.371
KENTUCKY					
ANDERSON	D	5,400	5,350		
BATH	D	3,600	3,530		
BOURBON	M B	7,400	7,300		
BOYLE	D	9,900	9,720		
BREATHITT	D	5,500	5,020		
CASEY	D	5,900	5,610		
CLARK	M B	11,300	11,190		
CLAY	D	7,900	7,470		
ESTILL	D	5,300	5,070		
FAYETTE	M B	91,100	89,760		
FLEMING	D	4,800	4,700		
FRANKLIN	C	18,000	17,800		
GARRARD	D	4,400	4,290		
HARRISON	D	5,700	5,610		
JACKSON	D	4,500	4,040		
JESSAMINE	M B	11,300	11,040		
KNOTT	D	6,200	5,950		
LAUREL	D	16,000	15,650		
LEE	D	2,900	2,720		
LINCOLN	D	7,200	6,990		
MADISON	M C	19,900	19,540		
MENIFEE	D	1,600	1,560		
MERCER	D	7,500	7,360		
MONTGOMERY	D	7,900	7,620		
NICHOLAS	D	2,700	2,640		
OWSLEY	D	1,700	1,610		
PERRY	D	12,100	11,670		
POWELL	D	4,200	4,010		
PULASKI	C	19,100	18,580		
ROCKCASTLE	D	5,400	5,130		
ROWAN	D	6,500	6,120		
RUSSELL	D	5,900	5,720		
SCOTT	M B	8,600	8,470		
WAYNE	D	6,800	6,450		
WOLFE	D	2,500	2,390		
WOODFORD	M B	7,400	7,320		
558 LIMA		42,200	41,700	99	.045
OHIO					
ALLEN	B	42,200	41,700		
722 LINCOLN & HSTNGS-KRNYPLUS		260,500	256,900	99	.276
KANSAS					
CLOUD	D	4,500	4,280		
JEWELL	D	1,800	1,770		
PHILLIPS	D	2,900	2,840		
REPUBLIC	D	2,800	2,760		
SMITH	D	2,300	2,280		
NEBRASKA					
ADAMS	M D	12,100	11,990		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
722 LINCOLN & HSTNGS-KRNYPLUS (CONT'D)-					
NEBRASKA					
BOONE	D	2,500	2,440		
BOYD	D	1,300	1,280		
BROWN	D	1,600	1,560		
BUFFALO	M D	14,000	13,840		
CHASE	D	1,900	1,860		
CLAY	D	2,900	2,890		
CUSTER	D	4,900	4,750		
DAWSON	D	8,100	7,980		
FILLMORE	D	2,900	2,860		
FRANKLIN	D	1,500	1,490		
FRONTIER	D	1,400	1,380		
FURNAS	D	2,500	2,440		
GAGE	D	8,900	8,820		
GARFIELD	D	900	890		
GOSPER	D	800	790		
GREELEY	D	1,200	1,180		
HALL	M C	18,700	18,520		
HAMILTON	D	3,500	3,450		
HARLAN	D	1,700	1,680		
HAYES	D	500	500		
HOLT	D	4,900	4,830		
HOWARD	D	2,400	2,370		
JEFFERSON	D	3,600	3,560		
KEARNEY	D	2,700	2,680		
KEYA PAHA	D	500	500		
LANCASTER	M B	85,400	84,080		
LOUP	D	300	300		
MERRICK	D	3,100	3,070		
NANCE	D	1,700	1,670		
NUCKOLLS	D	2,500	2,460		
PAWNEE	D	1,500	1,470		
PERKINS	D	1,500	1,500		
PHELPS	D	3,700	3,670		
PLATTE	D	11,100	11,000		
POLK	D	2,300	2,290		
RED WILLOW	D	4,900	4,850		
ROCK	D	900	890		
SALINE	D	4,900	4,860		
SHERMAN	D	1,500	1,480		
THAYER	D	2,600	2,580		
VALLEY	D	2,200	2,170		
WEBSTER	D	2,000	1,960		
WHEELER	D	400	400		
YORK	D	5,800	5,740		
693 LITTLE ROCK-PINE BLUFF		468,800	458,710	98	.493
ARKANSAS					
ARKANSAS	D	8,500	8,260		
BRADLEY	D	5,000	4,890		
CALHOUN	D	2,200	2,150		
CLARK	D	7,900	7,690		
CLEBURNE	D	8,300	8,160		
CLEVELAND	D	3,000	2,950		
CONWAY	D	7,100	7,000		
DALLAS	D	4,000	3,930		
DESHA	D	6,400	6,270		
DREW	D	6,500	6,340		
FAULKNER	M C	21,500	21,190		
GARLAND	C	33,400	32,520		
GRANT	D	5,400	5,260		
HOT SPRING	D	10,700	10,470		
INDEPENDENCE	D	12,200	11,940		
JACKSON	D	7,600	7,450		
JEFFERSON	M C	31,300	30,670		
JOHNSON	D	7,200	6,910		
LINCOLN	D	3,400	3,320		
LONOKE	M D	14,100	13,750		
MONROE	D	4,400	4,230		
MONTGOMERY	D	3,500	3,410		
NEVADA	D	3,700	3,570		
OUACHITA	D	13,200	12,890		
PERRY	D	2,900	2,770		
PIKE	D	4,300	4,200		
POLK	D	6,600	6,070		
POPE	D	17,400	16,890		
PRAIRIE	D	3,600	3,530		
PULASKI	M B	137,000	134,900		
SALINE	M B	21,700	21,470		
SEARCY	D	3,500	3,340		
STONE	D	4,000	3,750		
VAN BUREN	D	6,500	6,350		
WHITE	C	20,100	19,790		
WOODRUFF	D	3,500	3,390		
YELL	D	7,200	7,040		
803 LOS ANGELES		5,137,200	5,026,300	98	5.402
CALIFORNIA					
INYO	D	7,700	7,110		
KERN-E	B	25,800	25,260		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
803 LOS ANGELES (CONT'D)					
CALIFORNIA					
LOS ANGELES	M A	3,254,000	3,181,110		
ORANGE	M A	836,800	824,000		
RIVERSIDE-W	A	282,500	274,760		
SAN BERNARDNO	A	502,800	490,830		
VENTURA	A	227,600	223,230		
529 LOUISVILLE		528,100	520,620	99	.560
INDIANA					
CLARK	M B	33,100	32,680		
CRAWFORD	D	3,700	3,540		
FLOYD	M B	23,900	23,520		
HARRISON	M D	10,800	10,630		
JACKSON	D	14,000	13,620		
JEFFERSON	D	10,600	10,460		
JENNINGS	D	8,200	8,130		
ORANGE	D	7,300	7,220		
SCOTT	D	7,600	7,450		
WASHINGTON	D	8,700	8,590		
KENTUCKY					
BRECKINRIDGE	D	6,400	6,270		
BULLITT	M B	15,800	15,440		
CARROLL	D	3,600	3,570		
GRAYSON	D	8,500	8,270		
GREEN	D	3,900	3,780		
HARDIN	C	28,200	27,830		
HENRY	D	4,700	4,630		
JEFFERSON	M B	263,600	260,600		
LARUE	D	4,400	4,260		
MARION	D	5,700	5,600		
MEADE	D	8,200	8,140		
NELSON	D	10,600	10,410		
OLDHAM	M B	10,900	10,780		
SHELBY	M D	9,100	8,980		
SPENCER	D	2,200	2,170		
TAYLOR	D	8,800	8,570		
TRIMBLE	D	2,200	2,170		
WASHINGTON	D	3,400	3,310		
651 LUBBOCK		140,300	138,130	98	.148
TEXAS					
BAILEY	D	2,700	2,590		
BORDEN	D	300	290		
COCHRAN	D	1,600	1,580		
CROSBY	D	2,800	2,770		
DAWSON	D	5,200	5,200		
DICKENS	D	1,200	1,170		
FLOYD	D	3,000	2,930		
GARZA	D	1,800	1,770		
HALE	D	12,600	12,420		
HOCKLEY	D	8,200	8,080		
KENT	D	400	390		
LAMB	D	5,800	5,710		
LUBBOCK	M B	82,600	81,440		
LYNN	D	2,500	2,450		
MOTLEY	D	800	780		
TERRY	D	5,100	5,060		
YOAKUM	D	3,600	3,500		
503 MACON		185,300	182,050	98	.196
GEORGIA					
BALDWIN	D	12,300	12,100		
BIBB	M B	59,200	58,340		
BLECKLEY	D	3,800	3,760		
CRAWFORD	D	2,500	2,430		
DODGE	D	6,200	6,040		
DOOLY	D	3,700	3,610		
HANCOCK	D	3,000	2,920		
HOUSTON	M B	33,600	33,220		
JONES	M B	7,200	7,090		
LAURENS	D	14,200	13,820		
MONROE	D	5,800	5,680		
PEACH	M D	8,100	7,930		
PULASKI	D	3,000	2,930		
TELFAIR	D	4,000	3,880		
TWIGGS	B	3,600	3,520		
WASHINGTON	D	6,700	6,560		
WHEELER	D	1,900	1,850		
WILCOX	D	2,600	2,560		
WILKINSON	D	3,900	3,810		
669 MADISON		285,300	280,450	98	.301
WISCONSIN					
COLUMBIA	C	18,700	18,410		
DANE	M B	146,700	143,610		
GREEN	D	12,600	12,480		
IOWA	D	7,900	7,810		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
669 MADISON (CONT'D)					
WISCONSIN					
JUNEAU	D	8,900	8,790		
LAFAYETTE	D	6,200	6,130		
MARQUETTE	D	5,800	5,660		
RICHLAND	D	6,800	6,640		
ROCK	C	53,200	52,690		
SAUK	C	18,500	18,230		
737 MANKATO		52,500	51,640	98	.055
IOWA					
EMMET	D	4,700	4,630		
MINNESOTA					
BL ERTH-NCL-S	M C	23,600	23,160		
BROWN	M D	10,200	10,060		
MARTIN	M D	9,300	9,150		
WATONWAN	M D	4,700	4,640		
553 MARQUETTE		56,100	54,520	97	.059
MICHIGAN					
ALGER	D	3,100	3,040		
BARAGA	D	3,100	3,040		
HOUGHTON	D	13,300	12,500		
IRON	D	5,600	5,470		
KEWEENAW	D	700	680		
MARQUETTE	C	25,400	25,010		
ONTONAGON	D	3,500	3,400		
WISCONSIN					
FLORENCE	D	1,400	1,380		
813 MEDFORD-KLAMATH FALLS		142,000	137,140	97	.147
CALIFORNIA					
MODOC	D	3,600	3,440		
SISKIYOU	D	17,500	16,720		
OREGON					
CURRY	D	8,100	7,840		
JACKSON	M C	57,300	55,330		
JOSEPHINE	C	30,000	29,090		
KLAMATH	C	22,500	21,840		
LAKE	D	3,000	2,880		
640 MEMPHIS		615,000	604,090	98	.649
ARKANSAS					
CRITTENDEN	M B	17,400	16,990		
CROSS	D	6,800	6,620		
LEE	D	5,000	4,820		
MISSISSIPPI	C	19,700	19,320		
PHILLIPS	D	10,600	10,250		
POINSETT	D	9,300	9,110		
ST FRANCIS	D	9,800	9,550		
MISSISSIPPI					
ALCORN	D	13,300	12,930		
BENTON	D	2,700	2,640		
COAHOMA	D	12,300	11,890		
DE SOTO	M B	24,400	23,980		
LAFAYETTE	D	11,500	11,290		
MARSHALL	D	11,100	10,750		
PANOLA	D	10,400	10,210		
QUITMAN	D	3,800	3,670		
TATE	D	7,400	7,250		
TIPPAH	D	7,200	7,090		
TUNICA	D	3,000	2,910		
UNION	D	9,000	8,850		
MISSOURI					
PEMISCOT	D	8,600	8,400		
TENNESSEE					
CHESTER	D	5,200	5,040		
CROCKETT	D	5,300	5,230		
DYER	D	13,900	13,550		
FAYETTE	D	8,800	8,570		
GIBSON	C	19,200	18,980		
HARDEMAN	D	8,700	8,510		
HAYWOOD	D	7,100	6,900		
LAUDERDALE	D	9,500	9,280		
MCNAIRY	D	9,800	9,540		
SHELBY	M B	310,700	306,690		
TIPTON	M B	13,500	13,280		
711 MERIDIAN		67,300	65,670	98	.071
ALABAMA					
CHOCTAW	M D	5,900	5,700		
SUMTER	M D	5,200	5,040		
MISSISSIPPI					
CLARKE	M D	6,500	6,360		
KEMPER	M D	3,500	3,360		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
711 MERIDIAN (CONT'D)					
MISSISSIPPI					
LAUDERDALE	M C	29,100	28,560		
NESHOBA	D	9,400	9,120		
NEWTON	D	7,700	7,530		
528 MIAMI-FT. LAUDERDALE		1,334,900	1,313,540	98	1.412
FLORIDA					
BROWARD	A	558,500	552,410		
DADE	M A	739,800	725,890		
MONROE	C	36,600	35,240		
617 MILWAUKEE		781,300	772,710	99	.830
WISCONSIN					
DODGE	C	27,500	27,210		
JEFFERSON	C	25,900	25,560		
KENOSHA	A	45,300	44,920		
MILWAUKEE	M A	383,300	378,470		
OZAUKEE	M A	26,600	26,440		
RACINE	A	65,500	64,810		
SHEBOYGAN	C	39,400	39,090		
WALWORTH	C	28,700	28,230		
WASHINGTON	M A	32,800	32,520		
WAUKESHA	M A	106,300	105,460		
613 MINNEAPOLIS-ST. PAUL		1,334,700	1,316,200	99	1.415
MINNESOTA					
ANOKA	M A	82,400	81,710		
BELTRAMI	D	12,200	11,810		
BENTON	B	10,300	10,180		
BIG STONE	D	2,800	2,740		
CARVER	M A	16,500	16,440		
CASS	D	8,300	8,180		
CHIPPEWA	D	5,400	5,340		
CHISAGO	M A	10,300	10,230		
COTTONWOOD	D	5,200	5,110		
CROW WING	C	18,600	18,220		
DAKOTA	M A	94,000	93,510		
DOUGLAS	D	11,700	11,550		
GOODHUE	D	15,100	14,870		
GRANT	D	2,500	2,490		
HENNEPIN	M A	420,100	413,800		
HUBBARD	D	6,000	5,900		
ISANTI	M D	9,500	9,360		
JACKSON	D	4,600	4,540		
KANABEC	D	4,900	4,780		
KANDIYOHI	D	14,700	14,390		
LAC QUI PARLE	D	3,700	3,660		
LE SUEUR	D	8,700	8,510		
LYON	D	9,100	8,970		
MCLEOD	D	11,900	11,770		
MEEKER	D	8,100	7,960		
MILLE LACS	D	7,100	6,990		
MORRISON	D	10,700	10,560		
NICOLLET-N	D	5,100	5,020		
PINE	D	7,700	7,480		
POPE	D	4,700	4,660		
RAMSEY	M A	191,700	188,820		
REDWOOD	D	6,500	6,400		
RENVILLE	D	7,100	6,970		
RICE	C	16,800	16,550		
SCOTT	M A	18,400	18,220		
SHERBURNE	B	12,300	12,040		
SIBLEY	D	5,400	5,300		
STEARNS	B	37,700	37,240		
STEELE	D	11,300	11,160		
STEVENS	D	3,600	3,500		
SWIFT	D	4,500	4,430		
TODD	D	9,600	9,480		
TRAVERSE	D	1,600	1,580		
WABASHA	D	7,700	7,570		
WADENA	D	5,000	4,900		
WASECA	D	6,800	6,670		
WASHINGTON	M A	48,200	47,850		
WRIGHT	M A	23,100	22,770		
YELLOW MED	D	4,500	4,380		
WISCONSIN					
BARRON	D	16,300	15,960		
BURNETT	D	5,600	5,500		
DUNN	D	12,600	12,250		
PEPIN	D	2,900	2,850		
PIERCE	D	11,900	11,760		
POLK	D	13,800	13,600		
ST CROIX	M A	17,900	17,720		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
687 MINOT-BISMARCK-DICKINSON		141,800	139,440	98	.150
MONTANA					
DANIELS	D	1,000	970		
MCCONE	D	900	850		
RICHLAND	D	4,200	4,120		
ROOSEVELT	D	3,800	3,700		
SHERIDAN	D	2,000	1,930		
WIBAUX	D	500	490		
NORTH DAKOTA					
ADAMS	D	1,200	1,170		
BILLINGS	D	400	400		
BOTTINEAU	D	3,200	3,190		
BOWMAN	D	1,600	1,580		
BURKE	D	1,400	1,380		
BURLEIGH	C	22,900	22,590		
DIVIDE	D	1,200	1,180		
DUNN	D	1,600	1,570		
EMMONS	D	2,000	1,980		
GOLDEN VALLEY	D	900	890		
GRANT	D	1,500	1,480		
HETTINGER	D	1,500	1,480		
KIDDER	D	1,400	1,390		
LOGAN	D	1,200	1,190		
MCHENRY	D	2,800	2,760		
MCINTOSH	D	1,900	1,810		
MCKENZIE	D	2,500	2,480		
MCLEAN	D	4,400	4,340		
MERCER	D	5,000	4,910		
MORTON	C	9,600	9,500		
MOUNTRAIL	D	2,800	2,730		
OLIVER	D	800	790		
PIERCE	D	2,000	1,960		
RENVILLE	D	1,400	1,390		
ROLETTE	D	3,900	3,830		
SHERIDAN	D	1,000	990		
SIOUX	D	1,000	940		
SLOPE	D	400	400		
STARK	D	8,300	8,220		
WARD	C	21,600	21,220		
WELLS	D	2,600	2,530		
WILLIAMS	D	8,900	8,780		
SOUTH DAKOTA					
CAMPBELL	D	800	780		
CORSON	D	1,500	1,460		
DEWEY	D	1,500	1,460		
WALWORTH	D	2,700	2,630		
762 MISSOULA		78,200	75,430	96	.081
MONTANA					
FLATHEAD	C	24,200	23,380		
GRANITE	D	1,100	1,060		
LAKE	M D	8,500	8,340		
MINERAL	D	1,600	1,580		
MISSOULA	M C	32,400	31,020		
RAVALLI	M D	10,400	10,050		
686 MOBILE-PENSACOLA		424,900	417,600	98	.449
ALABAMA					
BALDWIN	M B	37,600	36,800		
CLARKE	D	9,500	9,270		
ESCAMBIA	D	12,600	12,290		
MOBILE	M B	146,100	143,890		
MONROE	D	8,300	8,040		
WASHINGTON	D	5,800	5,610		
FLORIDA					
ESCAMBIA	M B	109,100	107,390		
OKALOOSA	C	60,100	59,260		
SANTA ROSA	M B	26,700	26,290		
MISSISSIPPI					
GEORGE	D	5,800	5,680		
GREENE	D	3,300	3,080		
628 MONROE-EL DORADO		185,600	181,890	98	.195
ARKANSAS					
ASHLEY	D	9,400	9,230		
UNION	M C	18,700	18,430		
LOUISIANA					
CALDWELL	D	4,800	4,670		
CATAHOULA	D	4,400	4,260		
CONCORDIA	D	8,000	7,770		
EAST CARROLL	D	3,700	3,600		
FRANKLIN	D	8,400	8,170		
JACKSON	D	6,900	6,740		
LA SALLE	D	6,000	5,700		
LINCOLN	M D	14,200	13,940		
MADISON	D	5,700	5,570		
MOREHOUSE	M D	13,200	12,910		
OUACHITA	M C	52,300	51,480		
RICHLAND	D	8,000	7,880		

DESIGNATED MARKET AREA / STATE / COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
628 MONROE-EL DORADO (CONT'D)					
LOUISIANA					
TENSAS	D	2,900	2,850		
UNION	M D	8,100	8,030		
WEST CARROLL	D	4,700	4,590		
WINN	D	6,200	6,070		
828 MONTEREY-SALINAS		221,900	212,900	96	.229
CALIFORNIA					
MONTEREY	M B	118,500	114,850		
SAN BENITO	D	12,400	12,060		
SANTA CRUZ	M B	91,000	85,990		
698 MONTGOMERY		228,200	223,720	98	.240
ALABAMA					
AUTAUGA	M B	13,300	13,140		
BULLOCK	D	3,500	3,360		
BUTLER	D	8,000	7,790		
CONECUH	D	5,400	5,260		
COVINGTON	D	14,900	14,630		
CRENSHAW	D	5,400	5,310		
DALLAS	C	18,700	18,260		
ELMORE	M B	18,000	17,800		
LOWNDES	D	4,100	3,970		
MACON	D	9,000	8,770		
MARENGO	D	8,700	8,420		
MONTGOMERY	M B	83,600	82,370		
PERRY	D	4,900	4,690		
PIKE	D	10,700	10,440		
TALLAPOOSA	D	15,500	15,190		
WILCOX	D	4,500	4,320		
659 NASHVILLE		725,500	712,890	98	.766
KENTUCKY					
ALLEN	D	5,900	5,800		
BARREN	D	13,000	12,720		
CHRISTIAN	B	20,100	19,810		
CLINTON	D	3,600	3,460		
CUMBERLAND	D	2,800	2,680		
LOGAN	D	10,100	9,920		
MONROE	D	4,700	4,620		
SIMPSON	D	5,400	5,300		
TODD	D	4,300	4,110		
TRIGG	D	3,600	3,530		
TENNESSEE					
BEDFORD	D	11,400	11,280		
BENTON	D	6,200	5,960		
CANNON	D	4,300	4,160		
CHEATHAM	M B	10,100	9,970		
CLAY	D	3,100	2,990		
COFFEE	D	16,700	16,370		
DAVIDSON	M B	210,000	207,290		
DECATUR	D	4,400	4,280		
DE KALB	D	5,900	5,650		
DICKSON	M B	13,500	13,340		
FRANKLIN	D	12,700	12,330		
GILES	D	9,600	9,450		
HENRY	D	11,800	11,500		
HICKMAN	D	6,200	6,050		
HOUSTON	D	2,400	2,310		
HUMPHREYS	D	6,400	6,310		
JACKSON	D	3,300	3,210		
LAWRENCE	D	13,700	13,400		
LEWIS	D	3,800	3,760		
MACON	D	6,400	6,290		
MARSHALL	D	8,400	8,210		
MAURY	C	21,700	21,440		
MONTGOMERY	B	35,800	35,320		
MOORE	D	1,700	1,630		
OVERTON	D	6,900	6,700		
PERRY	D	2,600	2,490		
PICKETT	D	1,600	1,570		
PUTNAM	C	20,200	19,700		
ROBERTSON	M B	16,000	15,820		
RUTHERFORD	M B	42,300	41,660		
SMITH	D	5,700	5,620		
STEWART	D	3,900	3,780		
SUMNER	M B	37,600	37,080		
TROUSDALE	D	2,700	2,640		
VAN BUREN	D	1,500	1,400		
WARREN	D	13,400	13,140		
WAYNE	D	5,400	5,180		
WHITE	D	8,200	7,900		
WILLIAMSON	M B	28,400	27,970		
WILSON	M B	26,100	25,790		

M = Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
622 NEW ORLEANS		647,400	637,920	99	.686
LOUISIANA					
JEFFERSON	M B	176,200	174,390		
LAFOURCHE	C	28,800	28,510		
ORLEANS	M B	209,600	205,720		
PLAQUEMINES	D	8,300	8,180		
ST BERNARD	M B	24,300	24,110		
ST CHARLES	D	15,500	15,280		
ST JAMES	D	6,900	6,790		
ST JOHN BAPT	D	13,500	13,360		
ST TAMMANY	M B	55,200	54,410		
TANGIPAHOA	C	31,800	31,130		
TERREBONNE	C	32,900	32,520		
WASHINGTON	C	17,100	16,690		
MISSISSIPPI					
HANCOCK	B	12,700	12,470		
PEARL RIVER	D	14,600	14,360		
501 NEW YORK		7,178,900	7,043,790	98	7.570
CONNECTICUT					
FAIRFIELD	B	301,100	297,760		
NEW JERSEY					
BERGEN	M A	317,400	314,260		
ESSEX	M A	313,100	308,400		
HUDSON	M A	212,400	209,450		
HUNTERDON	C	36,500	36,080		
MIDDLESEX	M A	239,000	236,970		
MONMOUTH	A	210,300	208,810		
MORRIS	M A	149,800	148,420		
OCEAN	B	174,500	172,010		
PASSAIC	M A	170,100	167,860		
SOMERSET	M A	84,800	84,140		
SUSSEX	C	46,600	46,030		
UNION	M A	189,100	186,850		
WARREN	B	34,000	33,680		
NEW YORK					
BRONX	M A	474,500	464,730		
DUTCHESS	B	92,700	91,260		
KINGS	M A	912,700	885,050		
NASSAU	M A	452,600	449,070		
NEW YORK	M A	791,600	752,420		
ORANGE	B	100,600	98,930		
PUTNAM	M A	29,500	29,210		
QUEENS	M A	760,600	751,630		
RICHMOND	M A	134,300	133,060		
ROCKLAND	M A	87,000	85,910		
SUFFOLK	M A	435,600	431,900		
SULLIVAN	C	26,700	25,000		
ULSTER	B	64,000	61,880		
WESTCHESTER	M A	326,200	321,630		
PENNSYLVANIA					
PIKE	D	11,600	11,390		
544 NORFOLK-PORTSMTH-NEWPT NWS		587,200	578,610	99	.622
NORTH CAROLINA					
CAMDEN	D	2,200	2,170		
CHOWAN	D	5,500	5,430		
CURRITUCK	B	5,900	5,810		
DARE	D	9,900	9,710		
GATES	D	3,600	3,530		
HERTFORD	D	8,400	8,220		
NORTHAMPTON	D	7,700	7,490		
PASQUOTANK	D	11,600	11,450		
PERQUIMANS	D	4,500	4,420		
VIRGINIA					
ACCOMACK	D	12,600	12,260		
GLOUCESTER	M B	11,600	11,440		
ISLE OF WIGHT	D	9,200	9,000		
JAMES CITY	M B	15,000	14,720		
MATHEWS	D	3,900	3,800		
NORTHAMPTON	D	5,600	5,480		
SOUTHAMPTON	D	8,200	8,030		
SUFFOLK CITY	M B	19,000	18,610		
SURRY	D	2,200	2,130		
VIRGINIA BCH	M B	127,600	126,440		
YORK	M B	18,000	17,800		
CHSPEAKE CITY	M B	50,300	49,630		
NORFOLK CITY	M B	95,600	93,930		
PRTSMUTH CITY	M B	41,100	40,520		
HAMPTON CITY	M B	46,400	45,760		
NWPRT NWS CTY	M B	61,600	60,830		
740 NORTH PLATTE		14,600	14,380	98	.015
NEBRASKA					
ARTHUR	D	200	190		
BLAINE	D	300	290		
HOOKER	D	400	390		
LINCOLN	D	12,700	12,520		
LOGAN	D	400	390		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
740 NORTH PLATTE (CONT'D)					
NEBRASKA					
MCPHERSON	D	200	200		
THOMAS	D	400	400		
633 ODESSA-MIDLAND		143,400	140,890	98	.151
NEW MEXICO					
LEA-S	C	2,400	2,370		
TEXAS					
ANDREWS	D	5,100	5,080		
BREWSTER	D	3,000	2,800		
CRANE	D	1,600	1,580		
ECTOR	M C	46,500	45,800		
GAINES	D	4,700	4,580		
GLASSCOCK	D	400	400		
HOWARD	D	12,700	12,480		
JEFF DAVIS	D	600	530		
LOVING	D	100	100		
MARTIN	D	1,500	1,470		
MIDLAND	M C	42,200	41,650		
PECOS	D	4,900	4,750		
PRESIDIO	D	1,900	1,770		
REAGAN	D	1,400	1,390		
REEVES	D	4,800	4,710		
TERRELL	D	600	570		
UPTON	D	1,500	1,470		
WARD	D	4,500	4,430		
WINKLER	D	3,000	2,960		
650 OKLAHOMA CITY		605,000	594,850	98	.639
OKLAHOMA					
ALFALFA	D	2,400	2,340		
BECKHAM	D	8,100	7,900		
BLAINE	D	5,000	4,900		
CADDO	D	12,500	12,240		
CANADIAN	M B	26,700	26,320		
CLEVELAND	M B	62,100	61,240		
CUSTER	D	11,800	11,580		
DEWEY	D	2,100	2,040		
ELLIS	D	2,000	1,940		
GARFIELD	C	23,700	23,320		
GARVIN	D	11,100	10,900		
GRADY	D	16,400	16,170		
GRANT	D	2,300	2,250		
GREER	D	2,700	2,670		
HARMON	D	1,700	1,670		
HARPER	D	1,800	1,740		
HUGHES	D	5,700	5,690		
KAY	C	20,400	19,930		
KINGFISHER	D	5,300	5,220		
KIOWA	D	5,100	5,000		
LINCOLN	D	11,900	11,680		
LOGAN	M D	11,200	11,060		
MCCLAIN	M B	9,400	9,160		
MAJOR	D	3,200	3,000		
MURRAY	D	5,000	4,920		
NOBLE	D	4,900	4,850		
OKLAHOMA	M B	254,600	250,880		
PAYNE	C	24,500	23,870		
POTTAWATOMIE	M B	22,600	22,120		
ROGER MILLS	D	1,800	1,730		
SEMINOLE	D	10,500	10,340		
WASHITA	D	4,900	4,810		
WOODS	D	4,000	3,960		
WOODWARD	D	7,600	7,410		
652 OMAHA		352,000	347,160	99	.373
IOWA					
CASS	D	6,500	6,420		
CRAWFORD	D	6,800	6,750		
FREMONT	D	3,800	3,750		
HARRISON	D	6,000	5,930		
MILLS	D	4,800	4,760		
MONTGOMERY	D	5,300	5,240		
PAGE	D	7,300	7,170		
POTTAWATTAMIE	M B	34,300	33,760		
SHELBY	D	5,500	5,450		
TAYLOR	D	3,100	3,060		
MISSOURI					
ATCHISON	D	3,100	3,040		
NEBRASKA					
BURT	D	3,400	3,380		
BUTLER	D	3,400	3,360		
CASS	D	8,500	8,460		
COLFAX	D	3,500	3,410		
CUMING	D	4,100	4,050		
DODGE	D	14,100	13,900		
DOUGLAS	M B	160,100	157,670		
JOHNSON	D	2,000	1,980		
NEMAHA	D	3,200	3,170		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
652 OMAHA (CONT'D)					
NEBRASKA					
OTOE	D	5,900	5,830		
RICHARDSON	D	4,200	4,070		
SARPY	M B	33,700	33,440		
SAUNDERS	D	7,100	7,040		
SEWARD	D	6,100	5,920		
WASHINGTON	M D	6,200	6,150		
534 ORLANDO-DAYTONA BCH-MELBRN		917,200	905,080	99	.973
FLORIDA					
BREVARD	M B	173,700	171,560		
FLAGLER	D	11,000	10,730		
LAKE	C	65,700	64,770		
MARION	C	80,900	79,520		
ORANGE	M B	264,800	261,120		
OSCEOLA	M B	41,000	40,530		
SEMINOLE	M B	108,900	107,570		
SUMTER	D	12,400	12,240		
VOLUSIA	M B	158,800	157,040		
631 OTTUMWA-KIRKSVILLE		44,200	43,170	98	.046
IOWA					
DAVIS	D	3,300	3,250		
JEFFERSON	D	6,700	6,400		
VAN BUREN	D	3,100	3,080		
WAPELLO	C	15,300	15,110		
MISSOURI					
ADAIR	D	8,900	8,570		
PUTNAM	D	2,100	2,050		
SCHUYLER	D	2,000	1,970		
SULLIVAN	D	2,800	2,740		
632 PADUCAH-C.GIRARDEAU-HARRBG		355,700	349,890	98	.376
ILLINOIS					
ALEXANDER	D	4,700	4,600		
FRANKLIN	C	17,600	17,390		
HAMILTON	D	3,900	3,820		
HARDIN	D	2,200	2,180		
JACKSON	C	23,900	23,350		
JEFFERSON	D	15,700	15,370		
JOHNSON	D	3,300	3,240		
MASSAC	D	6,300	6,200		
PERRY	D	8,900	8,760		
POPE	D	1,900	1,860		
PULASKI	D	3,500	3,420		
SALINE	D	12,000	11,840		
UNION	D	7,800	7,680		
WILLIAMSON	C	25,100	24,800		
KENTUCKY					
BALLARD	D	3,200	3,150		
CALDWELL	D	5,000	4,870		
CALLOWAY	D	11,800	11,660		
CARLISLE	D	2,000	1,980		
CRITTENDEN	D	3,200	3,170		
FULTON	D	3,100	2,980		
GRAVES	D	13,600	13,440		
HICKMAN	D	1,900	1,870		
LIVINGSTON	D	3,700	3,650		
LYON	D	2,300	2,240		
MCCRACKEN	C	24,600	24,280		
MARSHALL	D	10,800	10,700		
MISSOURI					
BOLLINGER	D	4,400	4,320		
BUTLER	D	15,000	14,670		
CPE GIRARDEAU	C	23,800	23,500		
CARTER	D	2,000	1,930		
DUNKLIN	D	12,900	12,640		
MISSISSIPPI	D	5,500	5,400		
NEW MADRID	D	7,600	7,460		
REYNOLDS	D	2,700	2,590		
SCOTT	D	15,200	15,030		
STODDARD	D	11,400	11,240		
WAYNE	D	5,100	5,010		
TENNESSEE					
LAKE	D	2,500	2,440		
OBION	D	13,100	12,890		
WEAKLEY	D	12,500	12,270		
804 PALM SPRINGS		111,000	108,550	98	.117
CALIFORNIA					
RIVERSIDE-E	M A	111,000	108,550		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
656 PANAMA CITY		84,700	83,060	98	.089
FLORIDA					
BAY	M C	53,400	52,670		
CALHOUN	D	3,500	3,400		
FRANKLIN	D	3,100	2,980		
GULF	D	4,500	4,400		
LIBERTY	D	1,700	1,640		
WALTON	D	12,000	11,620		
WASHINGTON	D	6,500	6,350		
597 PARKERSBURG		63,500	62,630	99	.067
OHIO					
WASHINGTON	M B	24,100	23,760		
WEST VIRGINIA					
PLEASANTS	D	2,900	2,870		
WOOD	M B	36,500	36,000		
675 PEORIA-BLOOMINGTON		211,800	208,700	99	.224
ILLINOIS					
FULTON	C	15,400	15,250		
MCLEAN	M C	47,400	46,680		
MARSHALL	D	5,100	5,030		
MASON	D	6,700	6,630		
PEORIA	M B	72,800	71,700		
PUTNAM	D	2,200	2,170		
STARK	D	2,500	2,460		
TAZEWELL	M B	47,700	47,060		
WOODFORD	M B	12,000	11,720		
504 PHILADELPHIA		2,729,700	2,697,100	99	2.899
DELAWARE					
KENT	C	39,800	39,160		
NEW CASTLE	A	162,500	160,910		
NEW JERSEY					
ATLANTIC	B	86,100	84,950		
BURLINGTON	M A	142,200	141,230		
CAMDEN	M A	187,300	185,880		
CAPE MAY	C	42,400	41,940		
CUMBERLAND	C	49,900	49,410		
GLOUCESTER	M A	77,900	77,320		
MERCER	A	123,100	121,640		
SALEM	A	25,000	24,800		
PENNSYLVANIA					
BERKS	B	132,300	130,380		
BUCKS	M A	199,000	197,430		
CHESTER	M A	134,000	131,950		
DELAWARE	M A	210,900	209,210		
LEHIGH	B	117,200	115,830		
MONTGOMERY	M A	262,600	260,050		
NORTHAMPTON	B	95,300	93,790		
PHILADELPHIA	M A	642,200	631,220		
753 PHOENIX		1,078,300	1,052,220	98	1.131
ARIZONA					
COCONINO	C	32,000	29,760		
GILA	D	16,100	15,520		
GRAHAM	D	7,700	7,330		
GREENLEE	D	3,000	2,780		
LA PAZ	D	6,300	6,110		
MARICOPA	M A	861,100	845,860		
MOHAVE	C	38,700	37,600		
NAVAJO	C	23,400	21,060		
PINAL	C	39,000	37,840		
YAVAPAI	C	46,000	44,170		
APACHE-S	C	5,000	4,190		
508 PITTSBURGH		1,170,000	1,155,390	99	1.242
MARYLAND					
GARRETT	D	9,900	9,320		
PENNSYLVANIA					
ALLEGHENY	M A	549,200	542,770		
ARMSTRONG	C	30,200	29,920		
BEAVER	M A	71,600	70,680		
BUTLER	C	56,600	56,150		
CLARION	C	14,900	14,610		
FAYETTE	M B	57,200	56,520		
FOREST	D	1,900	1,840		
GREENE	C	15,400	15,080		
INDIANA	C	33,000	32,490		
LAWRENCE	C	37,800	37,420		
VENANGO	C	23,700	23,330		
WASHINGTON	M A	81,300	80,320		
WESTMORELAND	M A	145,600	144,200		
WEST VIRGINIA					
MONONGALIA	C	30,400	29,740		
PRESTON	D	11,300	11,000		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
500 PORTLAND-AUBURN		350,600	345,370	99	.371
MAINE					
ANDROSCOGGIN	M C	39,900	39,380		
CUMBERLAND	M B	95,000	93,490		
FRANKLIN	D	11,500	11,300		
KENNEBEC	C	45,400	44,770		
KNOX	D	14,600	14,170		
LINCOLN	D	12,000	11,840		
OXFORD	C	20,300	19,940		
SAGADAHOC	D	13,200	13,000		
YORK	C	66,600	66,080		
NEW HAMPSHIRE					
CARROLL	D	15,500	15,070		
COOS	D	13,800	13,560		
VERMONT					
ESSEX	D	2,800	2,770		
820 PORTLAND, OR		845,500	821,290	97	.883
OREGON					
BAKER	D	6,000	5,680		
CLACKAMAS	M B	100,100	98,450		
CLATSOP	D	13,100	12,390		
COLUMBIA	D	14,000	13,460		
CROOK	D	5,600	5,450		
GILLIAM	D	800	770		
HARNEY	D	2,900	2,740		
HOOD RIVER	D	6,400	6,210		
JEFFERSON	D	4,800	4,570		
LINCOLN	D	16,500	15,780		
LINN	C	34,700	33,840		
MARION	M B	85,400	83,330		
MULTNOMAH	M B	244,600	237,260		
POLK	B	18,600	17,890		
SHERMAN	D	700	690		
TILLAMOOK	D	8,800	8,440		
UNION	D	8,500	7,950		
WASCO	D	8,200	7,710		
WASHINGTON	M B	113,600	111,890		
WHEELER	D	700	630		
YAMHILL	C	22,100	21,120		
WASHINGTON					
CLARK	M B	86,200	83,500		
COWLITZ	C	32,300	31,700		
KLICKITAT	D	6,200	5,730		
SKAMANIA	D	3,000	2,810		
WAHKIAKUM	D	1,400	1,300		
552 PRESQUE ISLE		29,700	29,240	98	.031
MAINE					
AROOSTOOK	M C	29,700	29,240		
521 PROVIDENCE-NEW BEDFORD		565,800	560,300	99	.602
MASSACHUSETTS					
BRISTOL	M B	186,100	184,480		
DUKES	D	5,800	5,600		
RHODE ISLAND					
BRISTOL	M B	16,800	16,700		
KENT	M B	60,400	60,040		
NEWPORT	C	31,300	30,960		
PROVIDENCE	M B	226,500	223,940		
WASHINGTON	B	38,900	38,580		
717 QUINCY-HANNIBAL-KEOKUK		122,900	121,030	98	.130
ILLINOIS					
ADAMS	M C	26,900	26,550		
BROWN	D	2,000	1,960		
CASS	D	5,400	5,290		
HANCOCK	M D	9,200	9,080		
MCDONOUGH	D	12,400	12,160		
PIKE	D	7,400	7,280		
SCHUYLER	D	3,100	3,020		
SCOTT	D	2,400	2,380		
IOWA					
LEE	M C	16,300	16,110		
MISSOURI					
CLARK	M D	3,000	2,980		
KNOX	D	2,100	2,050		
LEWIS	M D	3,600	3,530		
MACON	D	6,400	6,260		
MARION	M D	10,700	10,530		
MONROE	D	3,500	3,470		
RALLS	D	3,400	3,380		
SCOTLAND	D	2,100	2,050		
SHELBY	D	3,000	2,950		
560 RALEIGH-DURHAM		699,700	688,650	98	.740
NORTH CAROLINA					
CHATHAM	D	15,100	14,900		
CUMBERLAND	B	87,900	86,710		
DURHAM	M B	72,000	70,590		
EDGECOMBE	C	21,300	20,880		
FRANKLIN	M D	13,300	13,080		
GRANVILLE	D	13,700	13,490		
HALIFAX	C	20,500	20,040		
HARNETT	C	25,000	24,640		
HOKE	D	7,900	7,780		
JOHNSTON	C	31,800	31,330		
LEE	D	16,500	16,300		
MOORE	C	25,300	24,920		
NASH-E	C	16,800	16,590		
NASH-W	C	11,800	11,630		
ORANGE	M B	35,500	34,570		
PERSON	D	11,700	11,470		
SAMPSON	C	19,300	19,070		
VANCE	D	14,600	14,410		
WAKE	M B	160,600	158,380		
WARREN	D	6,000	5,920		
WAYNE	C	37,300	36,780		
WILSON	C	25,000	24,560		
VIRGINIA					
MECKLENBURG	D	10,800	10,610		
764 RAPID CITY		88,900	86,760	98	.093
MONTANA					
CARTER	D	600	590		
POWDER RIVER	D	900	810		
NEBRASKA					
GARDEN	D	1,000	980		
GRANT	D	300	300		
SHERIDAN	D	2,800	2,720		
SIOUX	D	700	690		
SOUTH DAKOTA					
BENNETT	D	1,000	970		
BUTTE	D	3,300	3,180		
CUSTER	D	2,800	2,670		
FALL RIVER	D	3,200	3,050		
HAAKON	D	1,000	970		
HARDING	D	600	590		
JACKSON	D	1,200	1,170		
LAWRENCE	M D	8,400	8,190		
MEADE	M D	8,600	8,440		
PENNINGTON	M C	32,400	32,000		
PERKINS	D	1,800	1,740		
SHANNON	D	2,600	2,490		
ZIEBACH	D	600	500		
WYOMING					
CROOK	D	2,300	2,250		
SHERIDAN	D	10,100	9,840		
WESTON	D	2,700	2,620		
811 RENO		196,100	189,700	97	.204
CALIFORNIA					
ALPINE	D	400	360		
EL DORADO-E	C	17,900	17,090		
LASSEN	D	8,400	8,070		
MONO	D	4,100	3,740		
NEVADA					
CHURCHILL	D	6,900	6,730		
DOUGLAS	D	11,300	11,090		
ESMERALDA	D	300	280		
HUMBOLDT	D	5,000	4,800		
LANDER	D	2,200	1,940		
LYON	D	7,900	7,580		
MINERAL	D	2,700	2,600		
PERSHING	D	1,900	1,860		
STOREY	D	600	590		
WASHOE	M B	109,200	106,210		
CARSON CITY	D	17,300	16,760		
556 RICHMOND-PETERSBURG		453,000	445,050	98	.478
VIRGINIA					
AMELIA	D	2,800	2,740		
AUGUSTA	C	33,500	32,830		
BRUNSWICK	D	5,100	5,010		
BUCKINGHAM	D	4,100	3,910		
CAROLINE	D	6,700	6,520		
CHARLES CITY	M B	2,000	1,950		
CHESTERFIELD	M B	73,500	72,960		
CUMBERLAND	D	3,000	2,910		
DINWIDDIE	M C	21,800	21,470		
ESSEX	D	3,200	3,140		
FLUVANNA	C	4,500	4,410		
GOOCHLAND	M B	4,500	4,380		
GREENE	C	3,400	3,280		
GREENSVILLE	D	5,000	4,890		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
556 RICHMOND-PETERSBURG (CONT'D)					
VIRGINIA					
HANOVER	M B	20,600	20,320		
HENRICO	M B	82,400	81,160		
KING & QUEEN	D	2,300	2,240		
KING WILLIAM	D	3,900	3,830		
LANCASTER	D	4,600	4,510		
LOUISA	D	7,200	6,990		
LUNENBURG	D	4,200	4,120		
MADISON	D	4,100	3,800		
MIDDLESEX	D	3,600	3,510		
NELSON	D	4,400	4,260		
NEW KENT	M B	4,200	4,120		
NORTHUMBERLND	D	4,200	4,140		
NOTTOWAY	D	5,300	5,190		
ORANGE	D	8,000	7,770		
POWHATAN	M B	4,200	4,120		
PRINCE EDWARD	D	5,400	5,200		
PRINCE GEORGE	M C	15,800	15,660		
RICHMOND	D	2,800	2,700		
SUSSEX	D	3,500	3,450		
RICHMOND-IND	M B	89,200	87,560		
573 ROANOKE-LYNCHBURG		369,700	362,970	98	.390
VIRGINIA					
ALLEGHANY	D	9,400	9,220		
AMHERST	M B	10,300	10,120		
APPOMATTOX	B	4,800	4,710		
BATH	D	1,800	1,740		
BEDFORD	M C	17,500	17,240		
BLAND	D	2,200	2,160		
BOTETOURT	M B	9,600	9,360		
CAMPBELL	M B	42,600	41,990		
CARROLL	D	12,700	12,410		
CHARLOTTE	D	4,100	4,020		
CRAIG	B	1,500	1,470		
FLOYD	D	4,800	4,700		
FRANKLIN	D	13,800	13,310		
GILES	D	6,200	6,060		
HALIFAX	D	12,300	11,950		
HENRY	C	28,700	28,280		
HIGHLAND	D	1,100	1,040		
MONTGOMERY	C	28,200	27,410		
PITTSYLVANIA	C	40,900	40,190		
PULASKI	D	12,800	12,590		
ROANOKE	M B	80,500	79,640		
ROCKBRIDGE	D	10,400	10,180		
WYTHE	D	9,800	9,650		
WEST VIRGINIA					
POCAHONTAS	D	3,700	3,530		
538 ROCHESTER, NY		358,500	354,710	99	.381
NEW YORK					
LIVINGSTON	B	20,600	20,390		
MONROE	M B	271,000	268,150		
ONTARIO	B	34,200	33,770		
WAYNE	B	32,700	32,400		
611 ROCHESTR-MASON CITY-AUSTIN		145,300	143,570	99	.154
IOWA					
CERRO GORDO	C	20,100	19,940		
FLOYD	D	7,100	7,040		
HANCOCK	D	5,600	5,550		
HOWARD	D	4,000	3,930		
KOSSUTH	D	7,700	7,610		
MITCHELL	D	4,500	4,450		
WINNEBAGO	D	5,200	5,180		
WORTH	D	3,500	3,460		
MINNESOTA					
DODGE	D	5,500	5,420		
FARIBAULT	D	7,100	7,020		
FILLMORE	D	7,700	7,610		
FREEBORN	D	13,400	13,310		
MOWER	C	14,800	14,690		
OLMSTED	C	39,100	38,360		
610 ROCKFORD		160,100	157,910	99	.170
ILLINOIS					
BOONE	M B	11,500	11,280		
LEE	D	13,100	12,860		
OGLE	C	17,700	17,470		
STEPHENSON	C	19,600	19,460		
WINNEBAGO	M B	98,200	96,840		
862 SACRAMNTO-STKTN-MODESTO		1,057,200	1,033,780	98	1.111
CALIFORNIA					
AMADOR	D	12,000	11,620		
CALAVERAS	D	13,800	13,330		
COLUSA	D	5,700	5,580		
EL DORADO-W	M C	31,800	31,010		
NEVADA	C	32,800	31,630		
PLACER	M B	62,900	61,690		
PLUMAS	D	8,600	7,500		
SACRAMENTO	M B	409,900	401,740		
SAN JOAQUIN	M B	168,900	165,020		
SIERRA	D	1,500	1,470		
SOLANO-E	A	65,300	64,200		
STANISLAUS	M B	128,400	125,730		
SUTTER	C	23,800	23,430		
TUOLUMNE	D	17,600	17,340		
YOLO	M B	52,400	51,280		
YUBA	C	21,800	21,210		
576 SALISBURY		96,900	95,040	98	.102
DELAWARE					
SUSSEX	C	46,000	44,950		
MARYLAND					
SOMERSET	D	7,000	6,880		
WICOMICO	C	28,200	27,850		
WORCESTER	D	15,700	15,360		
770 SALT LAKE CITY		605,000	592,200	98	.636
COLORADO					
DOLORES	D	600	570		
IDAHO					
BEAR LAKE	D	2,300	2,250		
CARIBOU	D	2,800	2,720		
FRANKLIN	D	2,800	2,750		
ONEIDA	D	1,100	1,080		
NEVADA					
ELKO	D	11,300	10,700		
EUREKA	D	500	420		
WHITE PINE	D	3,000	2,830		
UTAH					
BEAVER	D	1,500	1,450		
BOX ELDER	D	11,600	11,450		
CACHE	C	21,700	21,090		
CARBON	D	7,900	7,790		
DAGGETT	D	200	190		
DAVIS	M B	54,600	54,070		
DUCHESNE	D	4,000	3,900		
EMERY	D	3,500	3,380		
GARFIELD	D	1,200	1,090		
GRAND	D	2,700	2,580		
IRON	D	6,000	5,880		
JUAB	D	1,700	1,640		
KANE	D	1,600	1,440		
MILLARD	D	4,100	4,030		
MORGAN	M D	1,600	1,540		
PIUTE	D	400	390		
RICH	D	700	690		
SALT LAKE	M B	245,900	241,720		
SAN JUAN	D	3,100	2,700		
SANPETE	D	5,200	5,080		
SEVIER	D	5,200	5,130		
SUMMIT	D	5,300	5,120		
TOOELE	M B	9,300	9,130		
UINTAH	D	7,200	7,140		
UTAH	M B	70,400	68,470		
WASATCH	D	3,400	3,340		
WASHINGTON	D	14,200	13,590		
WAYNE	D	600	590		
WEBER	M B	55,700	54,920		
WYOMING					
SUBLETTE	D	2,000	1,900		
SWEETWATER	C	15,800	15,510		
TETON	D	5,600	5,350		
UINTA	D	6,700	6,590		
661 SAN ANGELO		48,300	47,290	98	.051
TEXAS					
CONCHO	D	1,100	1,080		
CROCKETT	D	1,500	1,450		
IRION	D	500	490		
MCCULLOCH	D	3,700	3,540		
MENARD	D	900	790		
SCHLEICHER	D	900	880		
STERLING	D	400	390		
SUTTON	D	1,500	1,430		
TOM GREEN	C	37,800	37,240		

M = Metro county of DMA market
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* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
641 SAN ANTONIO		606,400	592,200	98	.636
TEXAS					
ATASCOSA	D	10,700	10,440		
BANDERA	D	4,200	4,060		
BEXAR	M B	425,300	417,260		
COMAL	M B	20,100	19,730		
DE WITT	D	7,200	7,050		
DIMMIT	D	3,300	3,080		
EDWARDS	D	700	680		
FRIO	D	4,300	4,190		
GILLESPIE	D	6,900	6,690		
GOLIAD	D	1,900	1,840		
GONZALES	D	6,600	6,470		
GUADALUPE	M B	22,800	22,250		
KARNES	D	4,400	4,300		
KENDALL	D	6,000	5,720		
KERR	D	15,300	14,890		
KINNEY	D	800	710		
LA SALLE	D	1,800	1,730		
LAVACA	D	7,200	6,860		
LIVE OAK	D	3,300	3,230		
MCMULLEN	D	300	290		
MAVERICK	D	10,700	10,120		
MEDINA	D	9,800	9,630		
REAL	D	1,000	850		
UVALDE	D	8,300	7,960		
VAL VERDE	D	13,000	12,190		
WILSON	D	7,300	7,100		
ZAVALA	D	3,200	2,880		
825 SAN DIEGO		932,000	908,610	97	.977
CALIFORNIA					
SAN DIEGO	M A	932,000	908,610		
807 SAN FRANCISCO-OAK-SAN JOSE		2,303,500	2,231,040	97	2.398
CALIFORNIA					
ALAMEDA	M A	502,800	487,520		
CONTRA COSTA	M A	301,900	296,350		
LAKE	D	23,900	23,160		
MARIN	M A	97,800	93,630		
MENDOCINO	C	30,900	28,450		
NAPA	A	41,800	40,710		
SAN FRANCISCO	M A	327,300	308,090		
SAN MATEO	M A	250,500	246,240		
SANTA CLARA	A	521,300	508,270		
SOLANO-W	A	51,400	50,600		
SONOMA	A	153,900	148,020		
855 SANTABARBRA-SANMAR-SANLUOB		216,300	208,540	96	.224
CALIFORNIA					
SAN LUIS OBPO	B	82,800	80,310		
SANTA BARBARA	B	133,500	128,230		
507 SAVANNAH		229,600	225,150	98	.242
GEORGIA					
APPLING	D	5,800	5,620		
BACON	D	3,600	3,510		
BRYAN	B	5,600	5,500		
BULLOCH	D	13,100	12,800		
CANDLER	D	2,800	2,750		
CHATHAM	M B	84,900	83,600		
EFFINGHAM	M B	9,000	8,800		
EVANS	D	3,200	3,150		
JEFF DAVIS	D	4,600	4,500		
LIBERTY	D	13,800	13,500		
LONG	D	1,900	1,860		
MC INTOSH	D	3,100	3,030		
MONTGOMERY	D	2,300	2,240		
PIERCE	D	4,800	4,720		
TATTNALL	D	6,300	6,190		
TOOMBS	D	9,400	9,120		
TREUTLEN	D	2,100	2,020		
WAYNE	D	7,600	7,410		
SOUTH CAROLINA					
BEAUFORT	C	32,800	32,250		
HAMPTON	D	7,200	7,030		
JASPER	M D	5,700	5,550		
819 SEATTLE-TACOMA		1,363,800	1,321,920	97	1.421
WASHINGTON					
CHELAN	C	21,300	20,350		
CLALLAM	C	22,900	21,780		
GRAYS HARBOR	C	25,500	24,560		
ISLAND	C	22,000	21,460		
JEFFERSON	D	8,500	8,070		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
819 SEATTLE-TACOMA (CONT'D)					
WASHINGTON					
KING	M A	606,800	586,840		
KITSAP	C	69,900	68,400		
KITTITAS	D	10,100	9,600		
LEWIS	C	23,300	22,480		
MASON	D	15,100	14,540		
PACIFIC	D	7,600	7,280		
PIERCE	M A	216,900	212,480		
SAN JUAN	D	4,600	4,360		
SKAGIT	C	29,900	28,860		
SNOHOMISH	M A	167,000	162,590		
THURSTON	C	64,100	61,820		
WHATCOM	C	48,300	46,450		
612 SHREVEPORT		396,400	388,410	98	.417
ARKANSAS					
COLUMBIA	D	9,900	9,610		
HEMPSTEAD	D	8,400	8,230		
HOWARD	D	5,100	4,970		
LAFAYETTE	D	3,400	3,310		
LITTLE RIVER	M C	5,100	4,970		
MILLER	M C	14,500	14,140		
SEVIER	D	5,500	5,390		
LOUISIANA					
BIENVILLE	D	6,200	6,070		
BOSSIER	M B	32,600	32,160		
CADDO	M B	103,100	101,510		
CLAIBORNE	D	6,200	6,070		
DE SOTO	D	10,300	10,030		
NATCHITOCHES	D	14,200	13,760		
RED RIVER	D	3,800	3,650		
SABINE	D	10,600	10,260		
WEBSTER	M B	17,400	17,160		
OKLAHOMA					
MCCURTAIN	D	13,400	12,710		
TEXAS					
BOWIE	M C	31,500	31,110		
CAMP	D	4,200	4,100		
CASS	D	11,200	11,030		
HARRISON	B	20,700	20,270		
MARION	D	4,200	4,140		
MORRIS	D	5,300	5,180		
PANOLA	D	8,400	8,190		
RED RIVER	D	6,200	6,050		
RUSK	C	16,200	15,900		
SHELBY	D	9,600	9,400		
TITUS	D	9,200	9,040		
624 SIOUX CITY		158,600	156,800	99	.169
IOWA					
BUENA VISTA	D	7,700	7,630		
CHEROKEE	D	5,900	5,870		
CLAY	D	7,400	7,350		
DICKINSON	D	6,300	6,270		
IDA	D	3,500	3,480		
MONONA	D	4,400	4,350		
OBRIEN	D	6,200	6,150		
PALO ALTO	D	4,400	4,360		
PLYMOUTH	D	9,300	9,210		
SAC	D	5,300	5,250		
SIOUX	D	10,800	10,380		
WOODBURY	M C	38,900	38,530		
NEBRASKA					
ANTELOPE	D	3,100	3,050		
CEDAR	D	3,900	3,850		
DAKOTA	M C	6,700	6,660		
DIXON	D	2,600	2,580		
KNOX	D	3,900	3,850		
MADISON	D	12,800	12,650		
PIERCE	D	3,100	3,080		
STANTON	D	2,500	2,470		
THURSTON	D	2,400	2,370		
WAYNE	D	3,300	3,270		
SOUTH DAKOTA					
UNION	D	4,200	4,140		
725 SIOUX FALLS(MITCHELL)		229,000	225,100	98	.242
IOWA					
LYON	D	4,400	4,100		
OSCEOLA	D	3,100	3,030		
MINNESOTA					
LINCOLN	D	2,700	2,670		
MURRAY	D	3,900	3,860		
NOBLES	D	7,600	7,490		
PIPESTONE	D	4,300	4,220		
ROCK	D	3,800	3,750		
NEBRASKA					
CHERRY	D	2,500	2,400		
SOUTH DAKOTA					

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
725 SIOUX FALLS(MITCHELL) (CONT'D)					
SOUTH DAKOTA					
AURORA	D	1,100	1,080		
BEADLE	D	7,400	7,280		
BON HOMME	D	2,600	2,570		
BROOKINGS	D	9,000	8,800		
BROWN	D	14,600	14,380		
BRULE	D	2,000	1,980		
BUFFALO	D	400	380		
CHARLES MIX	D	3,300	3,250		
CLARK	D	1,900	1,870		
CLAY	D	4,800	4,690		
CODINGTON	D	8,900	8,800		
DAVISON	D	6,700	6,590		
DAY	D	2,900	2,850		
DEUEL	D	1,800	1,760		
DOUGLAS	D	1,400	1,330		
EDMUNDS	D	1,700	1,650		
FAULK	D	1,200	1,180		
GRANT	D	3,200	3,130		
GREGORY	D	2,100	2,080		
HAMLIN	D	1,900	1,850		
HAND	D	1,800	1,780		
HANSON	D	1,100	1,090		
HUGHES	D	6,400	6,350		
HUTCHINSON	D	3,300	3,240		
HYDE	D	900	890		
JERAULD	D	1,100	1,090		
JONES	D	600	590		
KINGSBURY	D	2,600	2,580		
LAKE	D	4,300	4,240		
LINCOLN	D	5,400	5,340		
LYMAN	D	1,300	1,290		
MCCOOK	D	2,400	2,380		
MCPHERSON	D	1,500	1,460		
MARSHALL	D	2,000	1,960		
MELLETTE	D	700	650		
MINER	D	1,400	1,380		
MINNEHAHA	C	52,200	51,590		
MOODY	D	2,400	2,390		
POTTER	D	1,300	1,280		
ROBERTS	D	3,800	3,680		
SANBORN	D	1,200	1,180		
SPINK	D	3,200	3,130		
STANLEY	D	900	880		
SULLY	D	700	690		
TODD	D	1,900	1,820		
TRIPP	D	2,700	2,650		
TURNER	D	3,400	3,320		
YANKTON	D	7,300	7,160		
588 SOUTH BEND-ELKHART		303,500	298,130	98	.320
INDIANA					
ELKHART	M C	56,900	55,340		
FULTON	D	7,500	7,430		
KOSCIUSKO	C	25,000	24,450		
LAGRANGE	D	9,800	9,250		
MARSHALL	B	15,900	15,530		
PULASKI	D	5,100	5,050		
ST JOSEPH	M B	92,400	91,520		
STARKE	D	8,200	8,050		
MICHIGAN					
BERRIEN	B	63,800	62,790		
CASS	C	18,900	18,720		
881 SPOKANE		332,400	322,370	97	.346
IDAHO					
BENEWAH	D	3,300	3,160		
BONNER	D	9,800	9,330		
BOUNDARY	D	2,700	2,610		
CLEARWATER	D	3,300	3,130		
IDAHO	D	5,100	4,770		
KOOTENAI	M C	25,500	24,980		
LATAH	D	11,200	10,550		
LEWIS	D	1,400	1,350		
NEZ PERCE	D	13,300	12,970		
SHOSHONE	D	5,600	5,410		
MONTANA					
LINCOLN	D	6,800	6,420		
SANDERS	D	3,800	3,680		
OREGON					
WALLOWA	D	3,000	2,880		
WASHINGTON					
ADAMS	D	5,200	5,100		
ASOTIN	D	6,900	6,750		
COLUMBIA	D	1,600	1,520		
DOUGLAS	D	10,000	9,850		
FERRY	D	2,100	1,900		
GARFIELD	D	1,000	950		
GRANT	C	19,800	19,330		
LINCOLN	D	3,700	3,650		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
881 SPOKANE (CONT'D)					
WASHINGTON					
OKANOGAN	D	13,000	12,350		
PEND OREILLE	D	3,400	3,260		
SPOKANE	M B	143,600	140,920		
STEVENS	D	11,500	10,750		
WHITMAN	C	15,800	14,800		
543 SPRINGFIELD-HOLYOKE		222,200	218,990	99	.235
MASSACHUSETTS					
HAMPDEN	M B	172,600	170,580		
HAMPSHIRE	M B	49,600	48,410		
619 SPRINGFIELD, MO		318,700	310,930	98	.334
ARKANSAS					
BAXTER	D	13,800	13,490		
BOONE	D	12,100	11,730		
CARROLL	D	8,300	8,070		
FULTON	D	4,600	4,400		
MARION	D	5,400	5,340		
NEWTON	D	3,100	2,950		
MISSOURI					
BARRY	D	10,900	10,460		
BENTON	D	5,600	5,470		
CAMDEN	D	11,100	10,910		
CEDAR	D	5,100	4,900		
CHRISTIAN	M B	11,600	11,390		
DADE	D	3,200	3,130		
DALLAS	M D	5,300	5,200		
DENT	D	5,600	5,470		
DOUGLAS	D	4,800	4,580		
GREENE	M B	81,300	79,960		
HICKORY	D	3,400	3,350		
HOWELL	D	12,100	11,850		
LACLEDE	D	10,600	10,380		
LAWRENCE	D	11,900	11,650		
OREGON	D	3,900	3,760		
OZARK	D	3,600	3,480		
PHELPS	D	12,500	11,800		
POLK	M D	8,100	7,960		
PULASKI	C	11,500	11,340		
ST CLAIR	D	3,500	3,280		
SHANNON	D	3,100	3,000		
STONE	D	8,000	7,810		
TANEY	D	11,100	10,820		
TEXAS	D	8,600	8,340		
WEBSTER	M D	8,600	8,400		
WRIGHT	D	6,400	6,260		
638 ST. JOSEPH		60,300	59,500	99	.064
KANSAS					
DONIPHAN	M D	3,400	3,390		
MISSOURI					
ANDREW	M C	5,500	5,460		
BUCHANAN	M C	32,700	32,260		
DE KALB	M D	3,300	3,260		
HARRISON	D	4,000	3,940		
HOLT	M D	2,700	2,660		
NODAWAY	D	7,600	7,450		
WORTH	D	1,100	1,080		
609 ST. LOUIS		1,105,300	1,088,550	98	1.170
ILLINOIS					
BOND	D	6,200	6,080		
CALHOUN	D	2,100	2,080		
CLINTON	M A	12,200	12,100		
FAYETTE	D	8,200	7,890		
GREENE	D	6,300	6,190		
JERSEY	D	7,500	7,370		
MACOUPIN	C	20,100	19,980		
MADISON	M A	97,600	96,440		
MARION	C	17,200	16,970		
MONROE	M A	8,500	8,420		
MONTGOMERY	D	12,400	12,210		
RANDOLPH	D	12,800	12,550		
ST CLAIR	M A	98,100	96,570		
WASHINGTON	D	6,200	6,080		
MISSOURI					
CRAWFORD	D	7,700	7,540		
FRANKLIN	M A	27,400	27,010		
GASCONADE	D	5,400	5,350		
IRON	D	4,000	3,940		
JEFFERSON	M A	59,400	58,740		
LINCOLN	D	10,200	9,950		
MADISON	D	4,900	4,740		
MONTGOMERY	D	4,300	4,210		
PERRY	D	6,100	6,030		
PIKE	D	6,100	5,990		

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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
609 ST. LOUIS (CONT'D)					
MISSOURI					
ST CHARLES	M A	71,300	70,570		
ST FRANCOIS	C	16,800	16,620		
ST LOUIS	M A	379,800	374,140		
STE GENEVIEVE	D	6,100	6,040		
WARREN	D	7,300	7,090		
WASHINGTON	D	6,900	6,700		
ST LOUIS-IND	M A	166,200	162,960		
555 SYRACUSE		377,200	370,870	98	.399
NEW YORK					
CAYUGA	C	29,100	28,620		
CORTLAND	C	17,100	16,890		
MADISON	M B	22,900	22,550		
ONONDAGA	M B	175,000	173,200		
OSWEGO	M B	43,000	42,630		
SENECA	D	11,900	11,770		
TOMPKINS	C	32,100	29,640		
YATES	D	8,800	8,710		
ONEIDA-W	B	37,300	36,860		
530 TALLAHASSEE-THOMASVILLE		197,800	192,860	98	.207
FLORIDA					
GADSDEN	M C	15,300	14,950		
HAMILTON	D	3,200	3,100		
JEFFERSON	D	4,200	4,100		
LAFAYETTE	D	1,600	1,530		
LEON	M B	75,500	73,450		
MADISON	D	5,300	5,160		
SUWANNEE	D	10,200	9,790		
TAYLOR	D	7,200	6,980		
WAKULLA	M B	5,400	5,170		
GEORGIA					
BROOKS	D	5,300	5,240		
DECATUR	D	9,500	9,360		
ECHOLS	D	800	780		
GRADY	D	7,700	7,570		
LOWNDES	C	26,900	26,410		
MILLER	D	2,700	2,640		
SEMINOLE	D	3,300	3,220		
THOMAS -	M D	13,700	13,410		
539 TAMPA-ST. PETE,SARASOTA		1,369,400	1,349,730	99	1.451
FLORIDA					
CITRUS	C	43,500	42,610		
DE SOTO	D	8,600	8,470		
HARDEE	D	7,600	7,470		
HERNANDO	M C	42,200	41,500		
HIGHLANDS	C	30,500	29,880		
HILLSBOROUGH	M A	343,200	338,050		
MANATEE	C	85,700	84,580		
PASCO	M A	124,600	123,020		
PINELLAS	M A	399,700	394,540		
POLK	B	159,100	156,680		
SARASOTA	B	124,700	122,930		
581 TERRE HAUTE		164,800	162,070	98	.174
ILLINOIS					
CLARK	D	6,800	6,730		
CLAY	D	6,100	5,880		
CRAWFORD	D	8,100	8,010		
CUMBERLAND	D	4,400	4,300		
EDGAR	D	8,300	8,170		
JASPER	D	4,300	4,220		
LAWRENCE	D	6,400	6,320		
RICHLAND	D	6,700	6,550		
INDIANA					
CLAY	M B	9,700	9,550		
DAVIESS	D	10,700	10,410		
GREENE	D	12,500	12,340		
KNOX	C	15,800	15,600		
MARTIN	D	3,900	3,810		
PARKE	D	5,800	5,680		
SULLIVAN	M B	8,100	8,050		
VERMILLION	M B	7,100	6,980		
VIGO	M B	40,100	39,470		
547 TOLEDO		419,000	414,230	99	.445
MICHIGAN					
LENAWEE	C	32,700	32,330		
OHIO					
DEFIANCE	D	14,800	14,570		
FULTON	M B	15,000	14,720		
HANCOCK	C	25,600	25,310		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
547 TOLEDO (CONT'D)					
OHIO					
HENRY	D	10,700	10,600		
LUCAS	M B	184,000	182,120		
OTTAWA	M B	15,800	15,670		
PUTNAM	B	11,600	11,500		
SANDUSKY	C	23,700	23,480		
SENECA	C	22,300	22,030		
WILLIAMS	D	14,800	14,590		
WOOD	M B	39,800	39,220		
WYANDOT	D	8,200	8,090		
605 TOPEKA		158,100	155,090	98	.167
KANSAS					
CLAY	D	3,700	3,620		
COFFEY	D	3,600	3,500		
GEARY	D	10,400	10,100		
JACKSON	M D	4,500	4,460		
JEFFERSON	B	6,000	5,910		
LYON	D	13,500	13,100		
MARSHALL	D	5,300	5,200		
MORRIS	D	2,600	2,570		
NEMAHA	D	4,200	4,130		
OSAGE	M B	6,000	5,890		
POTTAWATOMIE	M D	5,900	5,840		
RILEY	C	20,400	19,810		
SHAWNEE	M B	66,500	65,580		
WABAUNSEE	M D	2,500	2,430		
WASHINGTON	D	3,000	2,950		
540 TRAVERSE CITY-CADILLAC		170,300	167,650	98	.180
MICHIGAN					
ANTRIM	M D	6,900	6,700		
BENZIE	M D	4,800	4,650		
CHARLEVOIX	M D	8,700	8,600		
CHEBOYGAN	M D	8,600	8,400		
CHIPPEWA	D	10,500	10,370		
CRAWFORD	D	4,000	3,950		
EMMET	M D	9,900	9,630		
GR TRAVERSE	M C	24,700	24,420		
KALKASKA	M D	5,100	5,010		
LAKE	D	4,000	3,930		
LEELANAU	M D	6,400	6,320		
LUCE	D	2,200	2,170		
MACKINAC	D	4,100	3,970		
MANISTEE	M D	9,400	9,280		
MASON	D	10,600	10,470		
MISSAUKEE	D	4,100	4,080		
MONTMORENCY	D	3,400	3,350		
OSCEOLA	D	7,900	7,780		
OSCODA	D	3,200	3,120		
OTSEGO	M D	6,300	6,230		
PRESQUE ISLE	D	5,500	5,410		
ROSCOMMON	D	9,100	8,990		
WEXFORD	M D	10,900	10,820		
531 TRI-CITIES, TN-VA		290,100	284,440	98	.306
KENTUCKY					
LESLIE	D	4,900	4,690		
LETCHER	D	10,600	10,370		
NORTH CAROLINA					
AVERY	D	5,600	5,450		
TENNESSEE					
CARTER	M B	20,400	20,190		
GREENE	C	21,500	20,980		
HAWKINS	M B	18,000	17,560		
JOHNSON	D	5,500	5,390		
SULLIVAN	M B	59,500	58,740		
UNICOI	M B	6,400	6,190		
WASHINGTON	M B	35,800	35,230		
VIRGINIA					
BUCHANAN	D	11,800	11,530		
DICKENSON	D	6,800	6,680		
LEE	D	9,400	9,160		
RUSSELL	D	11,600	11,180		
SCOTT	M B	8,900	8,700		
SMYTH	D	11,800	11,670		
WASHINGTON	M B	24,700	24,160		
WISE	C	16,900	16,570		
789 TUCSON(NOGALES)		318,400	310,560	98	.334
ARIZONA					
COCHISE	C	37,300	36,060		
PIMA	M B	271,800	265,630		
SANTA CRUZ	D	9,300	8,870		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
671 TULSA		474,400	465,410	98	.500
KANSAS					
CHAUTAUQUA	D	2,100	2,040		
MONTGOMERY	C	16,300	15,820		
OKLAHOMA					
ADAIR	D	7,400	7,120		
CHEROKEE	D	13,000	12,760		
CRAIG	D	5,700	5,600		
CREEK	M B	24,400	23,840		
DELAWARE	D	11,800	11,410		
HASKELL	D	4,800	4,700		
LATIMER	D	3,900	3,820		
MCINTOSH	D	7,300	7,210		
MAYES	M B	13,400	13,170		
MUSKOGEE	C	27,100	26,600		
NOWATA	D	4,300	4,190		
OKFUSKEE	D	4,300	3,980		
OKMULGEE	D	15,300	14,980		
OSAGE	M B	15,500	15,150		
PAWNEE	D	6,900	6,830		
PITTSBURG	C	17,300	16,930		
ROGERS	M B	20,700	20,370		
TULSA	M B	216,400	212,960		
WAGONER	M B	18,800	18,430		
WASHINGTON	C	17,700	17,500		
620 TUSCALOOSA		55,800	54,770	98	.059
ALABAMA					
TUSCALOOSA	C	55,800	54,770		
760 TWIN FALLS		30,600	29,910	98	.032
IDAHO					
GOODING	D	4,300	4,210		
JEROME	D	5,200	5,100		
LINCOLN	D	1,200	1,170		
TWIN FALLS	C	19,900	19,430		
709 TYLER		188,200	184,060	98	.198
TEXAS					
ANGELINA	C	24,900	24,180		
CHEROKEE	M D	15,100	14,730		
FRANKLIN	D	3,200	3,100		
GREGG	B	42,600	41,730		
HOUSTON	D	9,000	8,690		
NACOGDOCHES	C	19,500	19,020		
SAN AUGUSTINE	D	3,500	3,390		
SMITH	M C	58,200	57,320		
UPSHUR	D	12,200	11,900		
526 UTICA		99,400	97,920	99	.105
NEW YORK					
HERKIMER	B	24,900	24,610		
OTSEGO	C	21,800	21,310		
ONEIDA-E	B	52,700	52,000		
626 VICTORIA		26,700	26,050	98	.028
TEXAS					
VICTORIA	M C	26,700	26,050		
625 WACO-TEMPLE		264,100	258,750	98	.278
TEXAS					
BELL	M B	67,600	66,640		
BRAZOS	C	47,300	46,040		
BURLESON	D	5,400	5,220		
CORYELL	M B	17,500	17,200		
FALLS	M D	7,200	6,990		
HAMILTON	D	3,500	3,370		
LAMPASAS	D	6,000	5,860		
LEON	D	5,500	5,220		
LIMESTONE	D	8,700	8,510		
MCLENNAN	M B	72,600	71,480		
MADISON	D	3,700	3,650		
MILAM	D	8,800	8,520		
MILLS	D	1,800	1,750		
ROBERTSON	D	6,100	5,960		
SAN SABA	D	2,400	2,340		
511 WASHINGTON, DC		1,776,400	1,749,190	98	1.880
DIST. OF COL.					
DIS OF COL	M A	254,500	248,370		
MARYLAND					

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
511 WASHINGTON, DC (CONT'D)					
MARYLAND					
ALLEGANY	C	28,700	28,040		
CALVERT	M D	18,300	17,930		
CHARLES	M A	32,500	32,080		
FREDERICK	M C	52,200	51,530		
MONTGOMERY	M A	279,200	275,820		
PRINCE GEORGE	M A	257,900	255,320		
ST MARYS	C	25,500	25,040		
WASHINGTON	C	43,600	42,720		
PENNSYLVANIA					
FRANKLIN	C	46,900	45,340		
VIRGINIA					
ARLINGTON	M A	132,900	130,150		
CLARKE	D	4,200	4,150		
CULPEPER	D	9,200	8,870		
FAIRFAX	M A	300,700	297,990		
FAUQUIER	D	16,700	16,460		
FREDERICK	C	23,300	23,090		
KING GEORGE	D	4,400	4,370		
LOUDOUN	M A	27,600	27,250		
PAGE	D	8,100	7,930		
PRINCE WM	M A	76,100	75,500		
RAPPAHANNOCK	D	2,700	2,650		
SHENANDOAH	D	12,000	11,830		
SPOTSYLVANIA	C	23,300	22,690		
STAFFORD	M C	18,800	18,580		
WARREN	D	9,700	9,600		
WESTMORELAND	D	6,200	6,090		
WEST VIRGINIA					
BERKELEY	C	22,300	21,890		
HAMPSHIRE	D	6,300	5,980		
HARDY	D	3,800	3,700		
JEFFERSON	D	13,500	13,260		
MINERAL	C	10,600	10,380		
MORGAN	D	4,700	4,590		
549 WATERTOWN		71,200	70,300	99	.076
NEW YORK					
JEFFERSON	M C	37,600	37,290		
LEWIS	D	9,500	9,330		
ST LAWRENCE-W	C	24,100	23,680		
705 WAUSAU-RHINELANDER		169,400	167,250	99	.180
WISCONSIN					
ADAMS	D	5,400	5,330		
CLARK	D	12,300	12,030		
FOREST	D	3,400	3,380		
LANGLADE	D	7,700	7,540		
LINCOLN	D	11,400	11,320		
MARATHON	C	42,600	42,270		
ONEIDA	D	13,500	13,320		
PORTAGE	C	21,100	20,740		
PRICE	D	6,500	6,320		
TAYLOR	D	6,800	6,660		
VILAS	D	8,000	7,880		
WOOD	C	30,700	30,460		
548 WEST PALM BEACH-FT. PIERCE		539,500	529,940	98	.570
FLORIDA					
INDIAN RIVER	C	39,200	38,490		
MARTIN	M C	43,000	42,110		
OKEECHOBEE	D	11,800	11,500		
PALM BEACH	M B	386,400	380,030		
ST LUCIE	M C	59,100	57,810		
554 WHEELING-STEUBENVILLE		169,700	167,520	99	.180
OHIO					
BELMONT	M B	30,600	30,340		
GUERNSEY	C	15,300	15,070		
HARRISON	D	6,100	6,030		
JEFFERSON	M B	31,600	31,250		
MONROE	D	6,100	6,000		
NOBLE	D	4,300	4,070		
WEST VIRGINIA					
BROOKE	M B	10,600	10,490		
HANCOCK	M B	15,000	14,810		
MARSHALL	M B	15,100	14,940		
OHIO	M B	23,300	23,020		
TYLER	D	4,000	3,960		
WETZEL	D	7,700	7,540		
627 WICHITA FALLS & LAWTON		160,300	157,490	98	.169
OKLAHOMA					
COMANCHE	M C	40,100	39,330		
COTTON	M D	2,800	2,770		

M = Metro county of DMA market
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U.S. TV HOUSEHOLD ESTIMATES

BY COUNTY WITHIN DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
627 WICHITA FALLS & LAWTON (CONT'D)					
OKLAHOMA					
JACKSON	D	11,000	10,760		
JEFFERSON	D	3,200	3,140		
STEPHENS	C	17,100	16,710		
TILLMAN	M D	4,100	4,030		
TEXAS					
ARCHER	M D	3,100	3,070		
BAYLOR	M D	1,800	1,760		
CLAY	M C	4,100	4,050		
FOARD	D	900	890		
HARDEMAN	D	2,200	2,170		
KING	D	200	180		
KNOX	D	1,900	1,860		
MONTAGUE	D	7,200	7,080		
WICHITA	M C	47,000	46,380		
WILBARGER	M D	5,900	5,760		
YOUNG	D	7,700	7,550		
678 WICHITA-HUTCHINSON PLUS		433,200	425,180	98	.457
KANSAS					
BARBER	D	2,700	2,660		
BARTON	D	11,800	11,710		
BUTLER	M B	18,700	18,300		
CHASE	D	1,300	1,250		
CHEYENNE	D	1,500	1,480		
CLARK	D	1,000	980		
COMANCHE	D	1,000	970		
COWLEY	D	14,400	14,100		
DECATUR	D	1,700	1,680		
DICKINSON	D	8,300	8,160		
EDWARDS	D	1,700	1,660		
ELK	D	1,600	1,530		
ELLIS	D	10,100	10,000		
ELLSWORTH	D	2,900	2,870		
FINNEY	D	11,100	10,920		
FORD	D	9,900	9,730		
GOVE	D	1,400	1,310		
GRAHAM	D	1,400	1,380		
GRANT	D	2,700	2,600		
GRAY	D	1,900	1,830		
GREELEY	D	700	690		
GREENWOOD	D	3,200	3,120		
HAMILTON	D	1,100	1,080		
HARPER	D	3,000	2,950		
HARVEY	M D	11,600	11,250		
HASKELL	D	1,400	1,370		
HODGEMAN	D	900	890		
KEARNY	D	1,200	1,180		
KINGMAN	D	3,400	3,380		
KIOWA	D	1,400	1,300		
LANE	D	1,000	980		
LINCOLN	D	1,600	1,570		
LOGAN	D	1,400	1,350		
MCPHERSON	D	10,500	9,950		
MARION	D	5,100	4,800		
MEADE	D	1,800	1,790		
MITCHELL	D	3,200	3,150		
NESS	D	1,600	1,580		
NORTON	D	2,600	2,590		
OSBORNE	D	2,300	2,220		
OTTAWA	D	2,300	2,280		
PAWNEE	D	3,000	2,960		
PRATT	D	4,100	4,050		
RAWLINS	D	1,400	1,380		
RENO	M C	25,400	24,900		
RICE	D	4,500	4,470		
ROOKS	D	2,300	2,280		
RUSH	D	1,500	1,460		
RUSSELL	D	3,200	3,180		
SALINE	C	20,400	20,080		
SCOTT	D	2,100	2,050		
SEDGWICK	M B	159,000	156,600		
SEWARD	D	6,800	6,650		
SHERIDAN	D	1,300	1,250		
SHERMAN	D	2,800	2,750		
STAFFORD	D	2,300	2,260		
STANTON	D	800	790		
STEVENS	D	1,700	1,660		
SUMNER	D	10,200	10,050		
THOMAS	D	3,000	2,960		
TREGO	D	1,700	1,670		
WALLACE	D	700	690		
WICHITA	D	1,000	950		
NEBRASKA					
DUNDY	D	1,200	1,160		
HITCHCOCK	D	1,500	1,480		
OKLAHOMA					
BEAVER	D	2,900	2,860		

DESIGNATED MARKET AREA STATE COUNTY	COUNTY SIZE *	TOTAL HOUSEHOLDS	TV HOUSEHOLDS	% TV PENE-TRATION	% OF U.S. TV HOUSEHOLDS
577 WILKES BARRE-SCRANTON		563,800	554,800	98	.596
PENNSYLVANIA					
BRADFORD	C	24,800	24,210		
CARBON	B	22,600	22,350		
CLINTON	D	14,500	14,310		
COLUMBIA	M C	23,300	23,050		
LACKAWANNA	M B	85,900	85,210		
LUZERNE	M B	130,100	128,790		
LYCOMING	C	45,200	44,100		
MONROE	M B	37,600	37,100		
MONTOUR	D	6,300	6,180		
NORTHUMBERLND	C	40,900	40,050		
SCHUYLKILL	B	62,700	61,470		
SNYDER	D	13,200	12,900		
SULLIVAN	D	2,300	2,260		
SUSQUEHANNA	B	15,900	15,590		
UNION	D	11,600	11,110		
WAYNE	D	16,100	15,520		
WYOMING	M D	10,800	10,600		
550 WILMINGTON		147,600	144,660	98	.155
NORTH CAROLINA					
BLADEN	D	11,600	11,360		
BRUNSWICK	M C	20,700	20,200		
COLUMBUS	M C	19,600	19,190		
NEW HANOVER	M C	48,400	47,660		
PENDER	M D	10,500	10,190		
ROBESON	C	36,800	36,060		
810 YAKIMA		168,100	163,480	97	.176
OREGON					
MORROW	D	2,800	2,690		
UMATILLA	C	21,500	20,580		
WASHINGTON					
BENTON	C	41,400	40,700		
FRANKLIN	C	13,200	12,700		
WALLA WALLA	C	18,000	17,250		
YAKIMA	M B	71,200	69,560		
536 YOUNGSTOWN		279,900	277,130	99	.298
OHIO					
COLUMBIANA	C	42,000	41,450		
MAHONING	M B	104,000	103,110		
TRUMBULL	M B	87,800	86,990		
PENNSYLVANIA					
MERCER	C	46,100	45,580		
771 YUMA-EL CENTRO		71,600	69,300	97	.074
ARIZONA					
YUMA	C	35,700	34,620		
CALIFORNIA					
IMPERIAL	C	35,900	34,680		
596 ZANESVILLE		37,800	37,330	99	.040
OHIO					
MORGAN	D	5,200	5,130		
MUSKINGUM	C	32,600	32,200		

M = Metro county of DMA market
NM = Metro county of non-DMA market

* SEE PAGE A FOR COUNTY SIZE DEFINITIONS

U.S. TV HOUSEHOLD ESTIMATES

MULTI-SET BY DESIGNATED MARKET AREA (DMA)

DMA CODE	DESIGNATED MARKET AREA	TV HOUSEHOLDS (JAN. 1991)	MULTI-SET % (JAN. 1991)
662	ABILENE-SWEETWATER	115,220	58
657	ADA-ARDMORE	73,720	52
532	ALBANY-SCHENECTADY-TROY	491,980	61
525	ALBANY, GA	126,850	60
790	ALBUQUERQUE-SANTA FE	516,910	56
644	ALEXANDRIA, LA	87,230	59
583	ALPENA	15,920	51
634	AMARILLO	177,730	58
743	ANCHORAGE	110,320	55
646	ANNISTON	45,350	57
524	ATLANTA	1,403,720	67
520	AUGUSTA	215,010	63
635	AUSTIN	351,370	57
800	BAKERSFIELD	164,470	60
512	BALTIMORE	938,520	72
537	BANGOR	118,720	57
716	BATON ROUGE	253,350	67
692	BEAUMONT-PORT ARTHUR	159,770	65
821	BEND, OR	27,200	48
756	BILLINGS	86,730	49
746	BILOXI-GULFPORT	111,050	61
502	BINGHAMTON	134,230	58
630	BIRMINGHAM	532,420	62
559	BLUEFIELD-BECKLEY-OAK HILL	144,720	55
757	BOISE	157,510	56
506	BOSTON	2,141,400	71
736	BOWLING GREEN	52,030	52
514	BUFFALO	613,990	61
523	BURLINGTON-PLATTSBURGH	278,230	53
754	BUTTE	46,630	48
767	CASPER-RIVERTON	49,580	52
637	CEDAR RAPIDS-WATERLOO&DUBQ	321,080	59
648	CHAMPAIGN&SPRNGFLD-DECATUR	338,140	58
564	CHARLESTON-HUNTINGTON	484,950	59
519	CHARLESTON, SC	223,320	66
517	CHARLOTTE	734,210	64
584	CHARLOTTESVILLE	40,510	51
575	CHATTANOOGA	307,860	60
759	CHEYENNE-SCOTTSBLUF-STRLNG	46,980	53
602	CHICAGO	3,141,510	73
868	CHICO-REDDING	159,080	53
515	CINCINNATI	766,730	70
598	CLARKSBURG-WESTON	109,240	51
510	CLEVELAND	1,460,020	66
752	COLORADO SPRINGS-PUEBLO	239,770	61
604	COLUMBIA-JEFFERSON CITY	130,020	56
546	COLUMBIA, SC	299,620	66
673	COLUMBUS-TUPELO-WEST POINT	156,500	57
522	COLUMBUS, GA	188,750	60
535	COLUMBUS, OH	671,840	65
600	CORPUS CHRISTI	170,250	61
623	DALLAS-FT. WORTH	1,735,380	65
682	DAVENPORT-R.ISLAND-MOLINE	308,660	62
542	DAYTON	505,760	62
751	DENVER	1,053,510	66
679	DES MOINES-AMES	373,060	60
505	DETROIT	1,722,470	71
606	DOTHAN	104,950	59
676	DULUTH-SUPERIOR	169,500	55
765	EL PASO	232,770	61
565	ELMIRA	90,990	53
516	ERIE	151,970	59
801	EUGENE	185,880	52
802	EUREKA	53,030	48
649	EVANSVILLE	268,040	62
745	FAIRBANKS	27,860	52
724	FARGO-VALLEY CITY	217,930	56
513	FLINT-SAGINAW-BAY CITY	454,130	61
570	FLORENCE-MYRTLE BEACH	167,860	63
866	FRESNO-VISALIA	446,010	59
571	FT. MYERS-NAPLES	260,390	65
670	FT. SMITH	190,670	52
509	FT. WAYNE	233,720	61
592	GAINESVILLE	88,180	53
798	GLENDIVE	4,560	43
773	GRAND JUNCTION-MONTROSE	52,430	48
563	GRAND RAPIDS-KALMZOO-B.CRK	626,440	58
755	GREAT FALLS	64,870	49
658	GREEN BAY-APPLETON	388,880	62
518	GREENSBORO-H.POINT-W.SALEM	524,880	64
545	GREENVILLE-N.BERN-WASHNGTN	224,760	64
567	GREENVILLE-SPART-ASHEVILLE	651,940	61
647	GREENWOOD-GREENVILLE	82,550	57
636	HARLINGEN-WESLACO-BRNSVLLE	201,620	61
566	HARRISBURG-LNCSTR-LEB-YORK	560,940	65
569	HARRISONBURG	35,390	48
533	HARTFORD & NEW HAVEN	912,970	66
710	HATTIESBURG-LAUREL	89,920	59
766	HELENA	20,940	48
744	HONOLULU	359,670	54
618	HOUSTON	1,471,840	64
691	HUNTSVILLE-DECATUR, FLOR	291,100	57
758	IDAHO FALLS-POCATELLO	101,280	54
527	INDIANAPOLIS	862,300	71
718	JACKSON, MS	294,810	62
639	JACKSON, TN	58,380	52
561	JACKSONVILLE	470,950	63
574	JOHNSTOWN-ALTOONA	286,160	55
734	JONESBORO	73,370	49
603	JOPLIN-PITTSBURG	141,640	58
616	KANSAS CITY	747,870	64
557	KNOXVILLE	425,780	58
702	LA CROSSE-EAU CLAIRE	162,860	54
582	LAFAYETTE, IN	44,190	48
642	LAFAYETTE, LA	193,960	64
643	LAKE CHARLES	75,690	61
551	LANSING	223,130	60
749	LAREDO	37,400	61
839	LAS VEGAS	284,170	68
541	LEXINGTON	345,000	55
558	LIMA	41,700	57
722	LINCOLN & HSTNGS-KRNYPLUS	256,900	54
693	LITTLE ROCK-PINE BLUFF	458,710	57
803	LOS ANGELES	5,026,300	64
529	LOUISVILLE	520,620	64
651	LUBBOCK	138,130	62
503	MACON	182,050	62
669	MADISON	280,450	61
737	MANKATO	51,640	57
553	MARQUETTE	54,520	51
813	MEDFORD-KLAMATH FALLS	137,140	52
640	MEMPHIS	604,090	63
711	MERIDIAN	65,670	56
528	MIAMI-FT. LAUDERDALE	1,313,540	72
617	MILWAUKEE	772,710	70
613	MINNEAPOLIS-ST'& PAUL	1,316,200	73
687	MINOT-BISMARCK-DICKINSON	139,440	57
762	MISSOULA	75,430	46
686	MOBILE-PENSACOLA	417,600	63
628	MONROE-EL DORADO	181,890	60
828	MONTEREY-SALINAS	212,900	57
698	MONTGOMERY	223,720	60
659	NASHVILLE	712,890	60
622	NEW ORLEANS	637,920	68
501	NEW YORK	7,043,790	69
544	NORFOLK-PORTSMTH-NEWPT NWS	578,610	67
740	NORTH PLATTE	14,380	52
633	ODESSA-MIDLAND	140,890	60
650	OKLAHOMA CITY	594,850	61
652	OMAHA	347,160	65
534	ORLANDO-DAYTONA BCH-MELBRN	905,080	63
631	OTTUMWA-KIRKSVILLE	43,170	43
632	PADUCAH-C.GIRARDEAU-HARRBG	349,890	58
804	PALM SPRINGS	108,550	57
656	PANAMA CITY	83,060	57
597	PARKERSBURG	62,630	53
675	PEORIA-BLOOMINGTON	208,700	64
504	PHILADELPHIA	2,697,100	77
753	PHOENIX	1,052,220	69
508	PITTSBURGH	1,155,390	64
500	PORTLAND-AUBURN	345,370	58
820	PORTLAND, OR	821,290	57
552	PRESQUE ISLE	29,240	49
521	PROVIDENCE-NEW BEDFORD	560,300	68
717	QUINCY-HANNIBAL-KEOKUK	121,030	53
560	RALEIGH-DURHAM	688,650	65
764	RAPID CITY	86,760	51
811	RENO	189,700	57
556	RICHMOND-PETERSBURG	445,050	67
573	ROANOKE-LYNCHBURG	362,970	61

U.S. TV HOUSEHOLD ESTIMATES

MULTI-SET BY DESIGNATED MARKET AREA (DMA)

DMA CODE	DESIGNATED MARKET AREA	TV HOUSEHOLDS (JAN. 1991)	MULTI-SET % (JAN. 1991)
538	ROCHESTER, NY	354,710	65
611	ROCHESTR-MASON CITY-AUSTIN	143,570	57
610	ROCKFORD	157,910	64
862	SACRAMNTO-STKTN-MODESTO	1,033,780	72
576	SALISBURY	95,040	61
770	SALT LAKE CITY	592,200	60
661	SAN ANGELO	47,290	52
641	SAN ANTONIO	592,200	60
825	SAN DIEGO	908,610	58
807	SAN FRANCISCO-OAK-SAN JOSE	2,231,040	65
855	SANTABARBRA-SANMAR-SANLUOB	208,540	53
507	SAVANNAH	227,150	61
819	SEATTLE-TACOMA	1,321,920	63
612	SHREVEPORT	388,410	58
624	SIOUX CITY	156,800	58
725	SIOUX FALLS(MITCHELL)	225,100	55
588	SOUTH BEND-ELKHART	298,130	63
881	SPOKANE	322,370	51
543	SPRINGFIELD-HOLYOKE	218,990	62
619	SPRINGFIELD, MO	310,930	54
638	ST. JOSEPH	59,500	49
609	ST. LOUIS	1,088,550	73
555	SYRACUSE	370,870	59
530	TALLAHASSEE-THOMASVILLE	192,860	58
539	TAMPA-ST. PETE,SARASOTA	1,349,730	69
581	TERRE HAUTE	162,070	61
547	TOLEDO	414,230	61
605	TOPEKA	155,090	56
540	TRAVERSE CITY-CADILLAC	167,650	57
531	TRI-CITIES, TN-VA	284,440	55
789	TUCSON(NOGALES)	310,560	56
671	TULSA	465,410	59
630	TUSCALOOSA	54,770	58
760	TWIN FALLS	29,910	50
709	TYLER	184,060	61
526	UTICA	97,920	55
626	VICTORIA	26,050	61
625	WACO-TEMPLE	258,750	57
511	WASHINGTON, DC	1,749,190	71
549	WATERTOWN	70,300	57
705	WAUSAU-RHINELANDER	167,250	58
548	WEST PALM BEACH-FT. PIERCE	529,940	66
554	WHEELING-STEUBENVILLE	167,520	63
627	WICHITA FALLS & LAWTON	157,490	59
678	WICHITA-HUTCHINSON PLUS	425,180	56
577	WILKES BARRE-SCRANTON	554,800	60
550	WILMINGTON	144,660	62
810	YAKIMA	163,480	53
536	YOUNGSTOWN	277,130	66
771	YUMA-EL CENTRO	69,300	57
596	ZANESVILLE	37,330	58

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY STATE, NIELSEN MARKETING SERVICES TERRITORIES & COUNTY SIZE

STATE

STATE	CABLE TV % RANK##	TV HOUSEHOLDS (JAN. 1991)	CABLE TV HOUSEHOLDS (JULY 1990)	CABLE TV % OF TV HSHLDS
ALABAMA	23	1,556,320	909,040	58
ALASKA#	49	138,180	60,820	44
ARIZONA	45	1,408,380	687,270	49
ARKANSAS	23	893,560	514,590	58
CALIFORNIA	20	10,636,410	6,234,870	59
COLORADO	35	1,314,360	707,390	54
CONNECTICUT	2	1,210,730	958,200	79
DELAWARE	4	245,020	179,880	73
DIST. OF COL.	51	248,370	81,020	33
FLORIDA	11	5,285,410	3,357,870	64
GEORGIA	25	2,378,990	1,358,940	57
HAWAII	1	359,670	297,370	83
IDAHO	41	358,180	183,860	51
ILLINOIS	41	4,344,110	2,236,030	51
INDIANA	26	2,052,350	1,150,920	56
IOWA	32	1,106,480	610,240	55
KANSAS	11	952,850	613,780	64
KENTUCKY	15	1,369,560	842,940	62
LOUISIANA	11	1,568,360	1,004,450	64
MAINE	18	461,930	278,950	60
MARYLAND	40	1,726,410	896,120	52
MASSACHUSETTS	5	2,225,930	1,592,100	72
MICHIGAN	26	3,420,930	1,930,840	56
MINNESOTA	47	1,625,640	784,900	48
MISSISSIPPI	32	935,130	518,320	55
MISSOURI	47	1,938,290	927,780	48
MONTANA	26	310,870	174,610	56
NEBRASKA	14	608,410	383,330	63
NEVADA	44	458,560	228,380	50
NEW HAMPSHIRE	8	418,470	280,970	67
NEW JERSEY	3	2,880,130	2,155,880	75
NEW MEXICO	26	549,740	309,120	56
NEW YORK	35	6,768,360	3,652,480	54
NORTH CAROLINA	32	2,503,200	1,387,420	55
NORTH DAKOTA	20	247,700	146,210	59
OHIO	18	4,137,400	2,470,830	60
OKLAHOMA	26	1,259,200	708,810	56
OREGON	20	1,064,880	624,520	59
PENNSYLVANIA	8	4,570,580	3,050,550	67
RHODE ISLAND	10	370,220	239,220	65
SOUTH CAROLINA	41	1,289,800	663,770	51
SOUTH DAKOTA	26	270,010	151,360	56
TENNESSEE	35	1,875,630	1,005,060	54
TEXAS	35	6,164,230	3,332,650	54
UTAH	49	539,530	238,190	44
VERMONT	35	214,800	116,850	54
VIRGINIA	16	2,201,020	1,338,700	61
WASHINGTON	16	1,818,300	1,106,050	61
WEST VIRGINIA	7	720,870	501,570	70
WISCONSIN	45	1,860,210	919,500	49
WYOMING	5	182,720	130,680	72

NIELSEN MARKETING RESEARCH SERVICES TERRITORIES

TERRITORY †	TOTAL HOUSEHOLDS (JAN. 1991)	TV HOUSEHOLDS (JAN. 1991)	CABLE TV HOUSEHOLDS (JULY 1990)	CABLE TV % OF TV HSHLDS
NEW ENGLAND	4,969,700	4,902,080	3,466,290	71
METRO NEW YORK	6,050,800	5,931,750	3,081,580	52
MIDDLE ATLANTIC	9,858,300	9,716,340	6,334,760	65
EAST CENTRAL	12,985,600	12,808,050	7,720,070	60
METRO CHICAGO	2,974,500	2,930,390	1,389,330	47
WEST CENTRAL	12,243,800	12,045,990	6,518,370	54
SOUTHEAST	17,788,000	17,494,610	10,193,850	58
SOUTHWEST	10,646,300	10,435,090	5,869,620	56
GREATER LOS ANGELES	4,987,100	4,879,250	2,564,450	53
REMAINING PACIFIC	11,728,400	11,404,990	6,738,690	59
CONTINENTAL U.S.**	94,232,500	92,548,540	53,877,010	58

COUNTY SIZE

COUNTY SIZE	TV HOUSEHOLDS (JAN. 1991)	CABLE TV HOUSEHOLDS (JULY 1990)	CABLE TV % OF TV HSHLDS
A	38,802,870	21,392,830	55
B	27,998,320	17,958,550	64
C	13,872,230	8,759,510	63
D	11,875,120	5,766,120	49
CONTINENTAL U.S.**	92,548,540	53,877,010	58

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS 'ZERO' INDICATES LESS THAN .5%.

ANCHORAGE AND FAIRBANKS DMA'S ONLY

† SEE PAGE F FOR STATES AND COUNTIES COMPRISING MRS TERRITORIES.

** EXCLUDING HAWAII AND ALASKA

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA	CABLE TV % RANK##	TV HOUSEHOLDS (JAN. 1991)	CABLE TV HOUSEHOLDS (JULY 1990)	CABLE TV % OF TV HSHLDS
ABILENE-SWEETWATER	37	115,220	79,940	69
ADA-ARDMORE	180	73,720	37,660	51
ALBANY-SCHENECTADY-TROY	42	491,980	335,970	68
ALBANY, GA	97	126,850	76,480	60
ALBUQUERQUE-SANTA FE	162	516,910	278,780	54
ALEXANDRIA, LA	57	87,230	57,710	66
ALPENA	88	15,920	9,770	61
AMARILLO	45	177,730	119,900	67
ANCHORAGE	196	110,320	51,350	47
ANNISTON	8	45,350	35,300	78
ATLANTA	146	1,403,720	766,850	55
AUGUSTA	109	215,010	126,690	59
AUSTIN	97	351,370	211,500	60
BAKERSFIELD	23	164,470	120,430	73
BALTIMORE	186	938,520	467,990	50
BANGOR	209	118,720	50,110	42
BATON ROUGE	37	253,350	175,910	69
BEAUMONT-PORT ARTHUR	97	159,770	96,020	60
BEND, OR	32	27,200	19,390	71
BILLINGS	122	86,730	49,060	57
BILOXI-GULFPORT	13	111,050	84,280	76
BINGHAMTON	29	134,230	97,290	72
BIRMINGHAM	109	532,420	314,590	59
BLUEFIELD-BECKLEY-OAK HILL	19	144,720	107,410	74
BOISE	204	157,510	71,630	45
BOSTON	34	2,141,400	1,490,700	70
BOWLING GREEN	186	52,030	25,930	50
BUFFALO	45	613,990	412,240	67
BURLINGTON-PLATTSBURGH	117	278,230	160,390	58
BUTTE	109	46,630	27,370	59
CASPER-RIVERTON	37	49,580	34,180	69
CEDAR RAPIDS-WATERLOO&DUBQ	122	321,080	182,840	57
CHAMPAIGN&SPRNGFLD-DECATUR	42	338,140	230,230	68
CHARLESTON-HUNTINGTON	32	484,950	341,930	71
CHARLESTON, SC	171	223,320	117,430	53
CHARLOTTE	122	734,210	417,200	57
CHARLOTTESVILLE	69	40,510	25,820	64
CHATTANOOGA	122	307,860	176,450	57
CHEYENNE-SCOTTSBLUF-STRLNG	23	46,880	34,080	73
CHICAGO	192	3,141,510	1,529,930	49
CHICO-REDDING	88	159,080	97,710	61
CINCINNATI	133	766,730	426,380	56
CLARKSBURG-WESTON	57	109,240	72,020	66
CLEVELAND	122	1,460,020	837,270	57
COLORADO SPRINGS-PUEBLO	109	239,770	140,460	59
COLUMBIA-JEFFERSON CITY	162	130,020	69,740	54
COLUMBIA, SC	186	299,620	150,870	50
COLUMBUS-TUPELO-WEST POINT	192	156,500	77,110	49
COLUMBUS, GA	97	188,750	113,640	60
COLUMBUS, OH	146	671,840	367,630	55
CORPUS CHRISTI	88	170,250	103,710	61
DALLAS-FT. WORTH	201	1,735,380	800,260	46
DAVENPORT-R.ISLAND-MOLINE	97	308,660	185,380	60
DAYTON	45	505,760	336,370	67
DENVER	162	1,053,510	566,000	54
DES MOINES-AMES	175	373,060	192,840	52
DETROIT	133	1,722,470	970,180	56
DOTHAN	162	104,950	56,800	54
DULUTH-SUPERIOR	196	169,500	79,920	47
EL PASO	146	232,770	128,240	55
ELMIRA	23	90,990	66,490	73
ERIE	69	151,970	97,450	64
EUGENE	64	185,880	120,840	65
EUREKA	11	53,030	40,710	77
EVANSVILLE	133	268,040	150,180	56
FAIRBANKS	211	27,860	9,470	34
FARGO-VALLEY CITY	146	217,930	120,900	55
FLINT-SAGINAW-BAY CITY	133	454,130	253,180	56
FLORENCE-MYRTLE BEACH	88	167,860	101,730	61
FRESNO-VISALIA	204	446,010	201,920	45
FT. MYERS-NAPLES	23	260,390	189,790	73
FT. SMITH	97	190,670	113,760	60
FT. WAYNE	192	233,720	114,940	49
GAINESVILLE	64	88,180	57,030	65
GLENDIVE	45	4,560	3,060	67
GRAND JUNCTION-MONTROSE	82	52,430	32,500	62
GRAND RAPIDS-KALMZOO-B.CRK	122	626,440	359,860	57
GREAT FALLS	109	64,870	38,000	59
GREEN BAY-APPLETON	196	388,880	182,080	47
GREENSBORO-H.POINT-W.SALEM	162	524,880	285,680	54
GREENVILLE-N.BERN-WASHNGTN	146	224,760	124,190	55
GREENVILLE-SPART-ASHEVILLE	196	651,940	309,190	47
GREENWOOD-GREENVILLE	45	82,550	55,620	67
HARLINGEN-WESLACO-BRNSVLLE	186	201,620	101,790	50
HARRISBURG-LNCSTR-LEB-YORK	45	560,940	375,470	67
HARRISONBURG	162	35,390	19,010	54
HARTFORD & NEW HAVEN	5	912,970	734,310	80
HATTIESBURG-LAUREL	180	89,920	45,980	51
HELENA	77	20,940	13,200	63
HONOLULU	3	359,670	297,370	83
HOUSTON	186	1,471,840	732,600	50
HUNTSVILLE-DECATUR, FLOR	117	291,100	168,090	58
IDAHO FALLS-POCATELLO	162	101,280	54,660	54
INDIANAPOLIS	109	862,300	512,700	59
JACKSON, MS	133	294,810	164,290	56
JACKSON, TN	133	58,380	32,620	56
JACKSONVILLE	57	470,950	312,300	66
JOHNSTOWN-ALTOONA	19	286,160	212,420	74
JONESBORO	82	73,370	45,570	62
JOPLIN-PITTSBURG	180	141,640	71,550	51
KANSAS CITY	146	747,870	412,980	55
KNOXVILLE	122	425,780	240,650	57
LA CROSSE-EAU CLAIRE	133	162,860	90,640	56
LAFAYETTE, IN	8	44,190	34,470	78
LAFAYETTE, LA	88	193,960	118,280	61
LAKE CHARLES	97	75,690	45,310	60
LANSING	97	223,330	134,650	60
LAREDO	13	37,400	28,380	76
LAS VEGAS	207	284,170	123,010	43
LEXINGTON	69	345,000	222,150	64
LIMA	11	41,700	32,040	77
LINCOLN & HSTNGS-KRNYPLUS	42	256,900	174,310	68
LITTLE ROCK-PINE BLUFF	133	458,710	254,590	56
LOS ANGELES	171	5,026,300	2,663,480	53
LOUISVILLE	117	520,620	300,490	58
LUBBOCK	146	138,130	76,610	55
MACON	82	182,050	112,200	62
MADISON	133	280,450	155,890	56
MANKATO	88	51,640	31,670	61
MARQUETTE	23	54,520	39,940	73
MEDFORD-KLAMATH FALLS	97	137,140	81,970	60
MEMPHIS	171	604,090	319,620	53
MERIDIAN	180	65,670	33,230	51
MIAMI-FT. LAUDERDALE	88	1,313,540	798,550	61
MILWAUKEE	175	772,710	398,300	52
MINNEAPOLIS-ST. PAUL	201	1,316,200	608,570	46
MINOT-BISMARCK-DICKINSON	117	139,440	80,440	58
MISSOULA	175	75,430	39,240	52
MOBILE-PENSACOLA	88	417,600	254,760	61
MONROE-EL DORADO	146	181,890	100,810	55
MONTEREY-SALINAS	16	212,900	159,440	75
MONTGOMERY	117	223,720	128,730	58
NASHVILLE	186	712,890	357,600	50
NEW ORLEANS	64	637,920	412,600	65
NEW YORK	122	7,043,790	3,986,120	57
NORFOLK-PORTSMTH-NEWPT NWS	45	578,610	386,790	67
NORTH PLATTE	88	14,380	8,700	61
ODESSA-MIDLAND	16	140,890	105,060	75
OKLAHOMA CITY	133	594,850	330,980	56
OMAHA	109	347,160	205,400	59
ORLANDO-DAYTONA BCH-MELBRN	77	905,080	568,510	63
OTTUMWA-KIRKSVILLE	122	43,170	24,760	57
PADUCAH-C.GIRARDEAU-HARRBG	171	349,890	186,040	53
PALM SPRINGS	1	108,550	95,470	88
PANAMA CITY	57	83,060	54,890	66
PARKERSBURG	8	62,630	48,750	78
PEORIA-BLOOMINGTON	69	208,700	133,910	64
PHILADELPHIA	57	2,697,100	1,791,570	66
PHOENIX	196	1,052,220	497,210	47
PITTSBURGH	23	1,155,390	838,320	73
PORTLAND-AUBURN	57	345,370	226,340	66
PORTLAND, OR	146	821,290	455,070	55
PRESQUE ISLE	37	29,240	20,140	69
PROVIDENCE-NEW BEDFORD	45	560,300	375,620	67
QUINCY-HANNIBAL-KEOKUK	122	121,030	69,080	57
RALEIGH-DURHAM	146	688,650	378,290	55
RAPID CITY	146	86,760	47,340	55
RENO	77	189,700	120,140	63
RICHMOND-PETERSBURG	175	445,050	232,190	52
ROANOKE-LYNCHBURG	109	362,970	214,600	59

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS
'ZERO' INDICATES LESS THAN .5%.

U.S. TV HOUSEHOLD ESTIMATES

CABLE TV BY DESIGNATED MARKET AREA (DMA)

DESIGNATED MARKET AREA	CABLE TV % RANK##	TV HOUSEHOLDS (JAN. 1991)	CABLE TV HOUSEHOLDS (JULY 1990)	CABLE TV % OF TV HSHLDS
ROCHESTER, NY	45	354,710	237,020	67
ROCHESTR-MASON CITY-AUSTIN	146	143,570	79,220	55
ROCKFORD	97	157,910	95,130	60
SACRAMNTO-STKTN-MODESTO	162	1,033,780	560,050	54
SALISBURY	64	95,040	61,890	65
SALT LAKE CITY	201	592,200	272,010	46
SAN ANGELO	4	47,290	38,650	82
SAN ANTONIO	97	592,200	356,800	60
SAN DIEGO	19	908,610	669,350	74
SAN FRANCISCO-OAK-SAN JOSE	82	2,231,040	1,387,550	62
SANTABARBRA-SANMAR-SANLUOB	2	208,540	177,770	85
SAVANNAH	69	225,150	143,370	64
SEATTLE-TACOMA	77	1,321,920	829,340	63
SHREVEPORT	146	388,410	214,560	55
SIOUX CITY	146	156,800	86,300	55
SIOUX FALLS(MITCHELL)	133	225,100	125,020	56
SOUTH BEND-ELKHART	180	298,130	151,910	51
SPOKANE	146	322,370	175,990	55
SPRINGFIELD-HOLYOKE	5	218,990	174,900	80
SPRINGFIELD, MO	207	310,930	134,070	43
ST. JOSEPH	64	59,500	38,640	65
ST. LOUIS	204	1,088,550	490,180	45
SYRACUSE	45	370,870	249,930	67
TALLAHASSEE-THOMASVILLE	122	192,860	109,520	57
TAMPA-ST. PETE,SARASOTA	97	1,349,730	813,250	60
TERRE HAUTE	146	162,070	89,120	55
TOLEDO	82	414,230	258,310	62
TOPEKA	45	155,090	104,210	67
TRAVERSE CITY-CADILLAC	192	167,650	81,980	49
TRI-CITIES, TN-VA	69	284,440	181,440	64
TUCSON(NOGALES)	180	310,560	159,020	51
TULSA	133	465,410	261,460	56
TUSCALOOSA	5	54,770	43,940	80
TWIN FALLS	133	29,910	16,760	56
TYLER	82	184,060	114,790	62
UTICA	19	97,920	72,670	74
VICTORIA	16	26,050	19,610	75
WACO-TEMPLE	69	258,750	164,410	64
WASHINGTON, DC	162	1,749,190	942,820	54
WATERTOWN	57	70,300	46,270	66
WAUSAU-RHINELANDER	210	167,250	68,960	41
WEST PALM BEACH-FT. PIERCE	29	529,940	380,500	72
WHEELING-STEUBENVILLE	37	167,520	116,230	69
WICHITA FALLS & LAWTON	34	157,490	109,840	70
WICHITA-HUTCHINSON PLUS	45	425,180	286,890	67
WILKES BARRE-SCRANTON	29	554,800	400,720	72
WILMINGTON	175	144,660	75,430	52
YAKIMA	69	163,480	104,640	64
YOUNGSTOWN	77	277,130	173,740	63
YUMA-EL CENTRO	13	69,300	52,370	76
ZANESVILLE	34	37,330	26,000	70

RANKED BY CABLE TV PENETRATION, i.e., CABLE TV HOUSEHOLDS AS % OF TV HOUSEHOLDS
'ZERO' INDICATES LESS THAN .5%.

U.S. TV HOUSEHOLD ESTIMATES

ALPHABETICALLY BY DMA

SPLIT COUNTIES WITHIN DESIGNATED MARKET AREAS

DESIGNATED MARKET AREA	COUNTY	TV HOUSEHOLDS (JAN. 1991)
CINCINNATI	BUTLER-N, OH	36,810
	BUTLER-S, OH	65,890
	WARREN-N, OH	25,760
	WARREN-S, OH	13,070
RALEIGH-DURHAM	NASH-E, NC	16,590
	NASH-W, NC	11,630
SAN FRANCISCO-OAK-SAN JOSE	CONTRA COS.-E, CA	31,140
	CONTRA COS.-W, CA	265,210
SANTABARBRA-SANMAR-SANLUOB	SANTA BRBRA-N, CA	53,060
	SANTA BRBRA-S, CA	75,170
WEST PALM BEACH-FT. PIERCE	PALM BEACH-N, FL	254,600
	PALM BEACH-S, FL	125,430

SPLIT COUNTIES ACROSS DESIGNATED MARKET AREAS

DESIGNATED MARKET AREA	COUNTY	TV HOUSEHOLDS (JAN. 1991)
ALBUQUERQUE-SANTA FE	APACHE-N, AZ	10,980
	LEA-N, NM	18,750
BAKERSFIELD	KERN-W, CA	164,470
BURLINGTON-PLATTSBURGH	ST LAWRENCE-E, NY	12,720
LOS ANGELES	KERN-E, CA	25,260
	RIVERSIDE-W, CA	274,760
MANKATO	BL ERTH-NCL-S, MN	23,160
MINNEAPOLIS-ST. PAUL	NICOLLET-N, MN	5,020
ODESSA-MIDLAND	LEA-S, NM	2,370
PALM SPRINGS	RIVERSIDE-E, CA	108,550
PHOENIX	APACHE-S, AZ	4,190
RENO	EL DORADO-E, CA	17,090
SACRAMNTO-STKTN-MODESTO	EL DORADO-W, CA	31,010
	SOLANO-E, CA	64,200
SAN FRANCISCO-OAK-SAN JOSE	SOLANO-W, CA	50,600
SYRACUSE	ONEIDA-W, NY	36,860
UTICA	ONEIDA-E, NY	52,000
WATERTOWN	ST LAWRENCE-W, NY	23,680

COUNTIES SPLIT FOR TOPOGRAPHICAL REASONS ARE DESIGNATED AS N, S, E OR W AFTER THE COUNTY NAME.

U.S. TV HOUSEHOLD ESTIMATES

COUNTY CHANGES BY DMA

1990–1991

ALBANY, GA
-MILLER, GA
ALBUQUERQUE-SANTA FE
+LUNA, NM
AUGUSTA
-HANCOCK, GA
-WASHINGTON, GA
BANGOR
-KNOX, ME
BILOXI-GULFPORT
+JACKSON, MS
BINGHAMTON
-BRADFORD, PA
BIRMINGHAM
+PICKENS, AL
BOWLING GREEN
+BUTLER, KY
BUFFALO
+ORLEANS, NY
CASPER-RIVERTON
-NIOBRARA, WY
+WASHAKIE, WY
CHAMPAIGN&SPRNGFLD-DECATUR
-CASS, IL
CHARLESTON-HUNTINGTON
-LEWIS, KY
CHEYENNE-SCOTTSBLUF-STRLNG
+SCOTTS BLUFF, NE
-GOSHEN, WY
CINCINNATI
+LEWIS, KY
CLARKSBURG-WESTON
+MARION, WV
COLORADO SPRINGS-PUEBLO
-PROWERS, CO
COLUMBIA, SC
+NEWBERRY, SC
COLUMBUS-TUPELO-WEST POINT
-PICKENS, AL
+YALOBUSHA, MS
COLUMBUS, OH
-MORGAN, OH
CORPUS CHRISTI
-LIVE OAK, TX
DALLAS-FT. WORTH
-LIMESTONE, TX
DENVER
+PROWERS, CO
+SAN MIGUEL, CO
+FALLON, MT
-SCOTTS BLUFF, NE
+CAMPBELL, WY
+GOSHEN, WY
+NIOBRARA, WY
DES MOINES-AMES
+ADAMS, IA
DOTHAN
-SEMINOLE, GA
EL PASO
-LUNA, NM
ELMIRA
+SCHUYLER, NY
FAIRBANKS
-SE-FAIRBANKS (PART), AK
-YUKON (PART), AK
GRAND JUNCTION-MONTROSE
-SAN MIGUEL, CO
GREAT FALLS
+VALLEY, MT
GREEN BAY-APPLETON
+SCHOOLCRAFT, MI
GREENVILLE-SPART-ASHEVILLE
-NEWBERRY, SC
JONESBORO
+IZARD, AR
KANSAS CITY
-GEARY, KS
LINCOLN & HSTNGS-KRNYPLUS
-WASHINGTON, KS
+BOYD, NE
+KEYA PAHA, NE
MACON
+HANCOCK, GA
+WASHINGTON, GA
MARQUETTE
-SCHOOLCRAFT, MI
MEMPHIS
-YALOBUSHA, MS
MINOT-BISMARCK-DICKINSON
-VALLEY, MT
MOBILE-PENSACOLA
-JACKSON, MS
NASHVILLE
-BUTLER, KY
ODESSA-MIDLAND
-CROCKETT, TX
OMAHA
-ADAMS, IA
PADUCAH-C.GIRARDEAU-HARRBG
+JEFFERSON, IL
+PERRY, IL
PITTSBURGH
-MARION, WV
PORTLAND-AUBURN
+KNOX, ME
QUINCY-HANNIBAL-KEOKUK
+CASS, IL
RAPID CITY
-FALLON, MT
-CAMPBELL, WY
RICHMOND-PETERSBURG
+MADISON, VA
ROCHESTER, NY
-ORLEANS, NY
SALT LAKE CITY
-WASHAKIE, WY
SAN ANGELO
+CROCKETT, TX
SAN ANTONIO
+LIVE OAK, TX
SHREVEPORT
-GREGG, TX
-UPSHUR, TX
SIOUX CITY
-CLAY, SD
SIOUX FALLS(MITCHELL)
-BOYD, NE
-KEYA PAHA, NE
+CLAY, SD
SPRINGFIELD, MO
-IZARD, AR
ST. LOUIS
-JEFFERSON, IL
-PERRY, IL
SYRACUSE
-SCHUYLER, NY
TALLAHASSEE-THOMASVILLE
+MILLER, GA
+SEMINOLE, GA
TOPEKA
+GEARY, KS
+WASHINGTON, KS
TYLER
+GREGG, TX
+UPSHUR, TX
WACO-TEMPLE
+LIMESTONE, TX
WASHINGTON, DC
-MADISON, VA
WILKES BARRE-SCRANTON
+BRADFORD, PA
ZANESVILLE
+MORGAN, OH

+ County added to this DMA
– County dropped from this DMA

NEW DMA

NOTES

NOTES

NSI MARKET CONSOLIDATIONS

Cross Reference

NON-DMA NSI MARKET	located in	DESIGNATED MARKET AREA (DMA)
BRUNSWICK, GA		JACKSONVILLE, FL
ENSIGN-GARDEN CITY, KS		WICHITA-HUTCHINSON, KS PLUS
FLORENCE, AL		HUNTSVILLE-DECATUR, AL
GREAT BEND, KS		WICHITA-HUTCHINSON, KS PLUS
HAYS-GOODLAND, KS		WICHITA-HUTCHINSON, KS PLUS
NORTH PLATTE-HAYES-McCOOK, NE		
NORTH PLATTE		NORTH PLATTE
HAYES CENTER		LINCOLN & HASTINGS-KEARNEY, NE PLUS (satellite to KHGI, Kearney)
McCOOK		LINCOLN & HASTINGS-KEARNEY, NE PLUS (satellite to KSNW, Wichita)
SANTA ROSA, CA		SAN FRANCISCO-OAKLAND, CA
SARASOTA, FL		TAMPA-ST. PETERSBURG, FL

NIELSEN MEDIA RESEARCH
SERVICES GROUP TERRITORIES

Northeast - Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania (Eastern & Central), Rhode Island, Vermont, Virginia (Arlington, Fairfax, Loudoun & Prince William Counties only).

East Central - Indiana (Except Lake & Porter Counties), Kentucky, Michigan, Ohio, Pennsylvania (Western), West Virginia.

West Central - Colorado, Illinois, Indiana (Lake & Porter Counties only), Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, Wisconsin, Wyoming.

South - Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia (except Arlington, Fairfax, Loudoun & Prince William Counties).

Pacific - Arizona, California, Idaho, Nevada Oregon, Utah, Washington.

NIELSEN MARKETING RESEARCH SERVICES GROUP TERRITORIES

I New England
- Connecticut
- Maine
- Massachusetts
- New Hampshire
- Rhode Island
- Vermont

II Metropolitan New York

New Jersey
- Bergen
- Essex
- Hudson
- Middlesex
- Morris
- Passaic
- Somerset
- Union

New York
- Bronx
- Kings
- Nassau
- New York
- Queens
- Richmond
- Rockland
- Suffolk
- Westchester

III Middle Atlantic
- Delaware
- District of Columbia
- Maryland
- New Jersey (Excluding Counties in Territory II)
- New York (Excluding Counties in Territory II)
- Pennsylvania (Excluding Counties in Territory IV)
- Virginia
  - Arlington (Including Alexandria City)
  - Fairfax (Including Falls Church)
  - Loudoun
  - Prince William

IV East Central
- Indiana (Excluding Lake and Porter Counties)
- Kentucky
- Michigan
- Ohio
- Pennsylvania
  - Allegheny
  - Armstrong
  - Beaver
  - Butler
  - Clarion
  - Crawford
  - Erie
  - Fayette
  - Forest
  - Greene
  - Indiana
  - Jefferson
  - Lawrence
  - Mercer
  - Venango
  - Warren
  - Washington
  - Westmoreland
- West Virginia

V Metropolitan Chicago

Illinois
- Cook
- DuPage
- Kane
- Lake
- McHenry
- Will

Indiana
- Lake
- Porter

VI West Central
- Colorado
- Illinois (Excluding Counties in Territory V)
- Iowa
- Kansas
- Minnesota
- Missouri
- Montana
- Nebraska
- North Dakota
- South Dakota
- Wisconsin
- Wyoming

VII Southeast
- Alabama
- Florida
- Georgia
- Mississippi
- North Carolina
- South Carolina
- Tennessee
- Viriginia (Excluding counties in Territory III)

VIII Southwest
- Arkansas
- Louisiana
- New Mexico
- Oklahoma
- Texas

IX Greater Los Angeles

California
- Los Angeles
- Riverside
- Orange
- San Bernardino

X Remaining Pacific
- Arizona
- California (Excluding Counties in Territory IX)
- Idaho
- Nevada
- Oregon
- Utah
- Washington

Nielsen Station Index 1990 - '91 Measurement Schedule

	Oct	Nov	Jan	Feb	Mar	May	July
Abilene-Sweetwater		V		V		V	V
Ada-Ardmore		V		V		V	V
Albany, GA		V		V		V	V
Albany-Schenectady-Troy		V		V		V	V
Albuquerque-Santa Fe		V		V		V	V
Alexandria, LA		V		V		V	V
Alpena		V		V		V	V
Amarillo		V		V		V	V
Anchorage, AK		V		V		V	V
Anniston		V		V		V	V
Atlanta	V	V	V	V		V	V
Atlanta-M/M Weekies	•	•	•	•	•	•	•
Augusta, GA		V		V		V	V
Austin		V		V		V	V
Bakersfield		V		V		V	V
Baltimore	V	V	V	V		V	V
Bangor		V		V		V	V
Baton Rouge		V		V		V	V
Beaumont-Port Arthur		V		V		V	V
Bend, OR		V		V		V	V
Billings		V		V		V	V
Biloxi-Gulfport		V		V		V	V
Binghamton		V		V		V	V
Birmingham		V		V		V	V
Bluefield-Beckley-Oak Hill		V		V		V	V
Boise		V		V		V	V
Boston	V	V	V	V		V	V
Boston-M/M Weekies	•	•	•	•	•	•	•
Bowling Green		V		V		V	V
Brunswick, GA		V		V		V	
Buffalo		V		V		V	V
Burlington-Plattsburgh		V		V		V	V
Butte		V		V		V	V
Casper-Riverton		V		V		V	V
Cedar Rapids-Waterloo & Dubuque		V		V		V	V
Champaign & Springfield-Decatur		V		V		V	V
Charleston, SC		V		V		V	V
Charleston-Huntington		V		V		V	V
Charlotte		V		V		V	V
Charlottesville		V		V			
Chattanooga		V		V		V	V
Cheyenne-Sterling		V		V		V	V
Chicago	V	V	V	V		V	V
Chicago-M/M Weekies	•	•	•	•	•	•	•
Chico-Redding		V		V		V	V
Cincinnati	V	V	V	V		V	V
Cincinnati-M/M Weekies**		•	•	•	•	•	•
Clarksburg-Weston		V		V		V	V
Cleveland	V	V	V	V		V	V
Colorado Springs-Pueblo		V		V		V	V
Columbia, SC		V		V		V	V
Columbia-Jefferson City		V		V		V	V
Columbus, GA		V		V		V	V
Columbus, OH		V		V		V	V
Columbus-Tupelo-West Point		V		V		V	V
Corpus Christi		V		V		V	V
Dallas-Ft. Worth	V	V		V		V	V
Dallas-Ft. Worth-M/M Weekies	•	•	•	•	•	•	•
Davenport-Rock Island-Moline		V		V		V	V
Dayton		V		V		V	V
Denver	V	V		V		V	V
Denver-M/M Weekies	•	•	•	•	•	•	•
Des Moines-Ames		V		V		V	V
Detroit	V	V	V	V		V	V
Detroit-M/M Weekies	•	•	•	•	•	•	•
Dothan		V		V		V	V
Duluth-Superior		V		V		V	V
El Paso		V		V		V	V
Elmira		V		V		V	V
Ensign-Garden City		V		V			
Erie		V		V		V	V
Eugene		V		V		V	V
Eureka		V		V		V	V
Evansville		V		V		V	V
Fairbanks		V		V			
Fargo-Valley City		V		V		V	V
Flint-Saginaw-Bay City		V		V		V	V
Florence, AL		V		V			
Florence-Myrtle Beach, SC		V		V		V	V
Fresno-Visalia		V		V		V	V
Ft. Bragg-Ukiah		V		V		V	
Ft. Myers-Naples		V		V		V	V
Ft. Smith		V		V		V	V
Ft. Wayne		V		V		V	V
Gainesville		V		V		V	V
Glendive		V		V		V	V
Grand Junction-Montrose		V		V		V	V
Grand Rapids-Kalamazoo-Battle Creek		V		V		V	V
Great Bend		V		V			
Great Falls		V		V		V	V
Green Bay-Appleton		V		V		V	

	Oct	Nov	Jan	Feb	Mar	May	July
Greensboro-High Point-Winston Salem		V		V		V	V
Greenville-New Bern-Washington		V		V		V	V
Greenville-Spartanburg-Asheville		V		V		V	V
Greenwood-Greenville		V		V		V	V
Harlingen-Wesaco-Brownsville		V		V		V	V
Harrisburg-Lancaster-Lebanon-York		V		V		V	V
Harrisonburg, VA		V		V		V	V
Hartford, VT-Hanover, NH		V		V		V	V
Hartford & New Haven	V	V		V		V	V
Hartford & New Haven-M/M Weekies**	•	•	•	•	•	•	•
Hattiesburg-Laurel		V		V		V	V
Hays-Goodland		V		V		V	
Helena		V		V		V	V
Honolulu		V		V		V	
Houston	V	V		V		V	V
Houston-M/M Weekies	•	•	•	•	•	•	•
Huntsville-Decatur		V		V		V	V
Idaho Falls-Pocatello		V		V		V	V
Indianapolis	V	V		V		V	V
Indianapolis-M/M Weekies**	•	•	•	•	•	•	•
Jackson, MS		V		V		V	V
Jackson, TN		V		V		V	V
Jacksonville		V		V		V	V
Johnstown-Altoona		V		V		V	V
Jonesboro		V		V		V	V
Joplin-Pittsburg		V		V		V	V
Kansas City	V	V	V	V		V	V
Knoxville		V		V		V	V
LaCrosse-Eau Claire		V		V		V	V
Lafayette, IN		V		V		V	V
Lafayette, LA		V		V		V	V
Lake Charles, LA		V		V		V	V
Lansing		V		V		V	V
Laredo		V		V		V	V
Las Vegas		V		V		V	V
Lexington		V		V		V	V
Lima		V		V		V	V
Lincoln & Hastings-Kearney		V		V		V	V
Little Rock-Pine Bluff		V		V		V	V
Los Angeles	V	V	V	V	V	V	V
Los Angeles-M/M Weekies	•	•	•	•	•	•	•
Louisville		V		V		V	V
Lubbock		V		V		V	V
Macon		V		V		V	V
Madison		V		V		V	V
Mankato		V		V		V	V
Marquette		V		V		V	V
Medford-Klamath Falls		V		V		V	V
Memphis		V		V		V	V
Meridian		V		V		V	V
Miami-Ft. Lauderdale	V	V	V	V		V	V
Miami-Ft. Lauderdale-M/M Weekies	•	•	•	•	•	•	•
Milwaukee	V	V	V	V		V	V
Milwaukee-M/M Weekies**	•	•	•	•	•	•	•
Minneapolis-St. Paul	V	V	V	V		V	V
Minneapolis-St. Paul-M/M Weekies**	•	•	•	•	•	•	•
Minot-Bismarck-Dickinson (Williston)		V		V		V	V
Missoula		V		V		V	V
Mobile-Pensacola		V		V		V	V
Monroe-El Dorado		V		V		V	V
Monterey-Salinas		V		V		V	V
Montgomery		V		V		V	V
Nashville		V		V		V	V
New Orleans	V	V		V		V	V
New York	V	V	V	V	V	V	V
New York-M/M Weekies	•	•	•	•	•	•	•
Norfolk-Portsmouth-Newport News		V		V		V	V
North Platte-Hayes-McCook		V		V		V	V
Odessa-Midland		V		V		V	V
Oklahoma City		V		V		V	V
Omaha		V		V		V	V
Orlando-Daytona Beach-Melbourne		V		V		V	V
Ottumwa, IA-Kirksville, MO		V		V		V	V
Paducah-Cape Girardeau-Harrisburg		V		V		V	V
Palm Springs		V		V		V	V
Panama City		V		V		V	V
Parkersburg, WV		V		V		V	V
Peoria-Bloomington		V		V		V	V
Philadelphia	V	V	V	V	V	V	V
Philadelphia-M/M Weekies	•	•	•	•	•	•	•
Phoenix		V		V		V	V
Phoenix-M/M Weekies	•	•	•	•	•	•	•
*Pittsburgh	V	V	V	V		V	V
Portland, OR		V		V		V	V
Portland, OR-M/M Weekies**						•	•
Portland-Auburn		V		V		V	V
Presque Isle		V		V		V	V
Providence-New Bedford		V		V		V	V
Quincy-Hannibal-Keokuk		V		V		V	V
Raleigh-Durham		V		V		V	V
Rapid City		V		V		V	V
Reno		V		V		V	V
Richmond-Petersburg		V		V		V	V
Roanoke-Lynchburg		V		V		V	V
Rochester-Mason City-Austin		V		V		V	V
Rochester, NY		V		V		V	V
Rockford		V		V		V	V
Sacramento-Stockton-Modesto		V		V		V	V
Sacramento-Stockton-Modesto-M/M Weekies**	•	•	•	•	•	•	•
Salisbury		V		V		V	V
Salt Lake City		V		V		V	V
San Angelo		V		V		V	V
San Antonio		V		V		V	V
San Antonio-M/M Weekies**	•	•	•	•	•	•	•
San Diego		V		V		V	V
San Francisco-Oakland	V	V	V	V		V	V
San Francisco-Oakland-M/M Weekies	•	•	•	•	•	•	•
Santa Barbara-Santa Maria-San Luis Ob		V		V		V	V
Santa Rosa		V		V		V	
Sarasota		V		V		V	
Savannah		V		V		V	V
Seattle-Tacoma	V	V		V		V	V
Seattle-Tacoma-M/M Weekies	•	•	•	•	•	•	•
Shreveport		V		V		V	V
Sioux City		V		V		V	V
Sioux Falls (Mitchell)		V		V		V	V
South Bend-Elkhart		V		V		V	V
Spokane		V		V		V	V
Springfield, MO		V		V		V	V
Springfield-Holyoke		V		V		V	V
St. Joseph, MO		V		V		V	V
St. Louis	V	V	V	V		V	V
St. Louis-M/M Weekies**	•	•	•	•	•	•	•
Syracuse		V		V		V	V
Tallahassee-Thomasville		V		V		V	V
Tampa-St. Petersburg		V		V		V	V
Tampa-St. Petersburg-M/M Weekies**	•	•	•	•	•	•	•
Terre Haute		V		V		V	V
Toledo		V		V		V	V
Topeka		V		V		V	V
Traverse City-Cadillac		V		V		V	V
Tri Cities, TN-VA							
(Bristol-Johnson City-Kingsport)		V		V		V	V
Tucson (Nogales)		V		V		V	V
Tulsa		V		V		V	V
Tuscaloosa		V		V		V	V
Twin Falls		V		V		V	V
Tyler		V		V		V	V
Utica		V		V		V	V
Victoria		V		V		V	V
Waco-Temple		V		V		V	V
Washington, DC	V	V	V	V		V	V
Washington, DC-M/M Weekies	•	•	•	•	•	•	•
Watertown		V		V		V	V
Wausau-Rhinelander		V		V		V	V
West Palm Beach-Ft. Pierce		V		V		V	V
Wheeling-Steubenville		V		V		V	V
Wichita Falls & Lawton		V		V		V	V
Wichita-Hutchinson		V		V		V	V
Wilkes Barre-Scranton		V		V		V	V
Wilmington		V		V		V	V
Yakima		V		V		V	V
Youngstown		V		V		V	V
Yuma-El Centro		V		V		V	V
Zanesville		V		V		V	V

REPORT MONTH	DATES	#MARKETS
October	9/27 - 10/24	25
November	11/1 - 11/28	All Markets
January	1/3 - 1/30	18
February	1/31 - 2/27	All Markets
March	2/28 - 3/27	4
May	4/25 - 5/22	All Markets
July	7/11 - 8/7	All DMA's

V—Viewers in Profile

*Previews issued for selected measurement periods.

•Weekly Reports.

** Weekly reports available via on-line computer access.

NOTES

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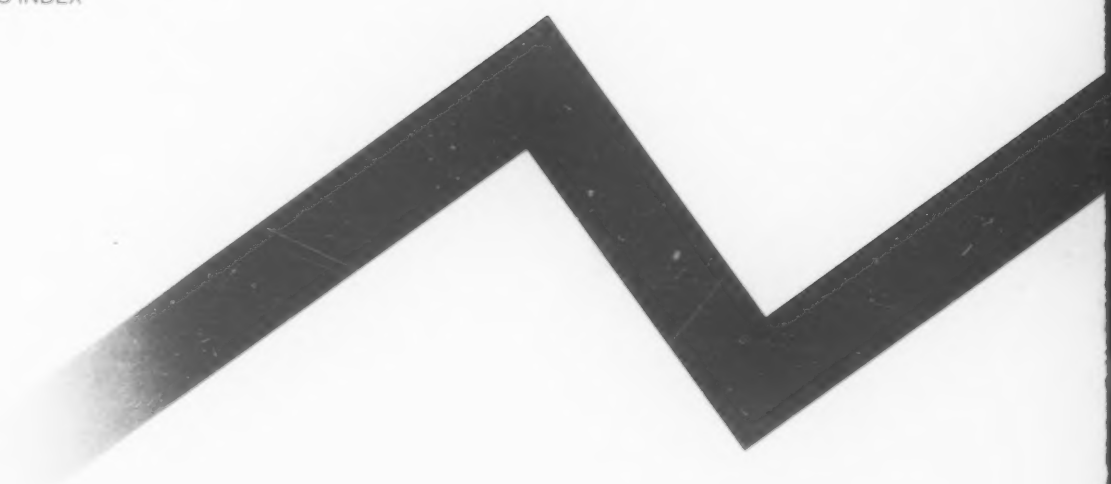

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